

Automotive Daily News



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AUGUST OUTPUT OF CRUDE OIL DROPS; GAS GAINS

Daily Petroleum Average Off 18,000 Barrels

Special A. D. N. Washington Bureau

WASHINGTON, D. C., Oct. 5.—The production of crude petroleum in the United States, as reported to the Bureau of Mines, for August, amounted to 66,769,000 barrels, a daily average of 2,154,000 barrels.

This represents a decrease of 18,000 barrels per day, or 1 per cent, from the production of the previous month. As in July, production in the Rocky Mountain district and in California showed material increases.

These gains partially offset losses in all the fields east of the Rockies. Production increased in all of the four Rocky Mountain states. Production in Oklahoma registered a slight gain for the mid-continent area, but this was more than offset by losses in north Texas and in the Smackover field, the latter continuing its rapid decline, though at a reduced rate.

East of California crude oil stocks amounted to 303,401,000 barrels on August 31. This represents a decline in stocks from the previous month of 5,000,000 barrels, of which 3,200,000 barrels were attributed to refinery storage.

Pipe-line and tank-form stocks in the mid-continent field dropped off 1,300,000 barrels, which was approximately the total decline in these stocks east of California. Stocks of heavy crude petroleum, including all grades of fuel oil, continued their increase in California.

These stocks amounted to 76,488,000 barrels at the end of the month as compared with 69,159,000 barrels July 31, 1925, a gain of 7,329,000 barrels. On the other hand, stocks of light crude again showed a slight decline as runs to stills in this state continued heavy.

Runs to stills during August amounted to 67,010,022 barrels, of which 2,743,583 barrels was foreign crude oil. This represents a decrease of .3 per cent. from the previous month, but an increase of 23 per cent. over August, 1924.

Despite decreased crude runs, gasoline production again increased and attained a record highmark of 972,689,000 gallons. This represents an increase over the previous month of .6 per cent. and over August, 1924, of 29 per cent. The increase over July production was mainly due to greater activity of cracking plants.

The indicated domestic consumption during the month was 924,471,000 gallons, a daily average of 29,822,000 gallons. This represents a decrease from the previous month of 4 per cent., but is an increase over August, 1924, of 12 per cent.

Kerosene production fell off, exports increased, and stocks were again reduced.

GARDNER OPENS FACTORY BRANCH IN CHICAGO

St. Louis, Oct. 3.—The Gardner Motor Company, Inc., of St. Louis has opened a wholesale factory branch on 2001 Michigan Ave., Chicago, in charge of Helm Walker, well known Chicago automobile merchandiser.

Illinois Reports 11,930 New Autos

Springfield, Ill., Oct. 3.—September registration figures for Illinois show a total registration of passenger cars during the month was 11,930, of which 1,831 were Fords. Chevrolet leads in registrations with 3,903, Ford being next. Following in order of volume came Buick, Dodge, Essex, Overland, Studebaker, Chrysler, Star, Hudson, Nash, Willys-Knight, Oakland, Packard, Jewett, etc. During the same period the total volume of motor truck registrations was 1,466. In this field Ford led with a total of 786 vehicles registered during the month.

CHILE WELCOMES U. S. DELEGATION

Special A. D. N. Washington Bureau

WASHINGTON, D. C., Oct. 3.—The United States delegation to the first Pan-American Highway Conference at Buenos Aires was greeted enthusiastically at all the cities visited during its passage through Chile, the Department of Commerce has been informed in a cable from Commercial Attache Ackerman at Santiago. President Alessandri received the delegates.

The president of the Automobile Association of Santiago, at a dinner to the Americans, announced that there had been sympathetic response to a plan for a longitudinal highway through Chile more than two thousand miles long.

The first step toward realization of this project, the speaker continued, was the government's recent approval and authorization of funds for the construction of a road from Santiago to Casablanca, connecting the capital of the republic with its chief seaport, Valparaiso.

GOODYEAR OFFICIALS IN CONFERENCE IN AKRON

Akron, O., Oct. 3.—Officials of the various Goodyear Tire and Rubber Company factories and mills are meeting here today for the fifth annual interplant conference.

The delegates from California are Harry Blythe, general superintendent; R. J. Brady, purchasing agent; J. P. Heaney, superintendent of cotton mills; W. R. Urquhart, mechanical engineer; H. E. Barron, division superintendent; from Canada, E. H. Koken, superintendent Toronto plant; R. T. Brown, experimental engineer; H. A. Allman, division superintendent; C. E. Shumaker, personnel manager; L. E. Parrett, division superintendent; A. M. Hardy, superintendent Bowmansville plant; from Connecticut, C. W. Young, superintendent Goodyear Cotton Mills; L. S. Hall, superintendent Devon mills.

DODGE BROS. ANNOUNCE NEW FINANCE PLAN

Detroit, Mich., Oct. 3.—Dodge Brothers have put into effect a new time purchase plan, through the Commercial Investment Trust Company and its affiliated companies. Briefly the buyer pays a charge equal to 8 per cent. of the unpaid balance, plus about 80 per cent. of fire and theft insurance.

CAPPER URGES WIPING OUT OF EXCISE LEVIES

Kansas Senator Protests Auto Tax Unjustifiable

Special to the Automotive Daily News

TOPEKA, KAN., Oct. 3.—

The automobile has become a necessity for the farmers and there is no reason why there should be an excise tax on farm implements, declared Senator Arthur Capper of Kansas, leader of the farm group in the Senate, here recently.

Senator Capper is a member of the Agricultural and the Foreign Relations Committees as well as chairman of the District of Columbia committee.

"I am strongly in favor of not only the reduction but the wiping out of all excise taxes," said Senator Capper. "Not only that but the first to be wiped out should be this extra levy on the production of automobiles and automobile accessories."

"The senator expressed the firm belief that the auto taxes would be abolished at the coming session of Congress and gave every indication that he would not only vote in favor of such elimination of the excise, but would work for the repeal of this section of the revenue law.

"Western farmers have found that closed automobiles and good roads enable them to carry their work throughout the year and their realization of this has been shown by a heavy increase in sales of these models, said the senator. He takes the stand that taxes imposed upon farm work implements are taxes upon food production and stand to maintain the high cost of living, as well as to make farming unprofitable and thus discourage the biggest industry of the country.

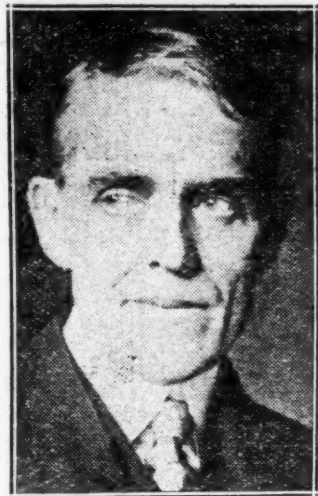
"There is no longer any necessity for these excise taxes," said he. "The sooner they are wiped out the sooner the country will be on a stable business basis."

VELIE ANNOUNCES NEW DISTRICT SALES CHIEFS

Moline, Ill., Oct. 3.—C. W. Hadden, general sales manager of the Velie Motors Corporation, has announced the appointment of F. D. Peabody as district representative for the Velie Motors Corporation in Pittsburgh.

Mr. Hadden also announced the appointment of B. F. Hamey to succeed J. C. Helbert as district representative in Minneapolis.

SENATOR ARTHUR CAPPER of Kansas, who takes firm stand against excise tax on autos, declaring motor vehicles now a necessity to farmers, and "luxury" levy therefore unjustifiable.



8,500 Reo Trucks In Six Months

Special from A. D. N. Detroit Bureau

Detroit, Oct. 3.—Reports for the first six months of 1925, issued by the Reo Motor Car Company, show that it was seventh in volume among truck producers of the world. This was accomplished with the standard Reo speed wagon and the three-quarter ton truck. Approximately 8,500 trucks were shipped, compared with 8,000 during the same period a year ago.

Reo also is gaining in bus production, having shipped 650 in six months. Reo's shipments of commercial vehicles, including 225 taxicabs, exceeded 9,300 for the first half of the year.

FRANKLIN DEMAND EXCEEDS PRODUCTION

Syracuse, N. Y., Oct. 3.—S. E. Ackerman, factory sales manager for the Franklin Automobile Company, said today that fall delivery for new style Franklin cars calls for a volume in excess of the company's scheduled output for October and November. The Franklin company will stage the last of its series of salons throughout the country in October.

NEW HAVEN RECEIVES 30 PASSENGER TRUCKS

New York, Oct. 3.—The New Haven Railroad has received thirty of the forty passenger motor buses it ordered and expects delivery of the remaining ten within the next month. It is probable further inquiries will be made after that.

Automotive Employment in Detroit Climbs to Industry's Highest Total

Special to the Automotive Daily News Detroit Bureau

DETROIT, Oct. 3.—Automotive employment in this city advanced 2,765 for the week ended September 29, according to the Employees' Association, which reports a total of 257,894 in the 79 plants reporting.

This is approximately two-thirds of all industrial employment and is the highest total ever reached here. The total is about 57,000 above the same period one year ago.

BUS EXHIBITS WILL FEATURE A. E. R. A. SESSION

Convention, Opening Today, Draws 7,000 To Atlantic City

Special to the Automotive Daily News

ATLANTIC CITY, N. J., Oct. 5.—This seaside city is being taken possession of today by the marching hosts of the American Electric Railway Association, gathering for their 44th annual convention. Last year there were 5,894 registrations at the convention and this year a minimum of 7,000 attendance is expected.

The last of the exhibits are being installed on Young's Million-Dollar Pier, and every inch of room available on the huge structure has been eagerly snatched up. In addition to this space a tent affording 20,000 square feet of show space has been erected outside the Shelburne Hotel and here will be shown double deck buses and other exhibits that cannot be got on the pier.

An interesting and significant feature of this year's convention is the number of motor bus lines that will be shown and the remarkable number of new bus types that will make their debut here.

An interesting program has been arranged for the five days. Monday will be given up to routine business, including reports of committees and headquarters work. On Tuesday the subject of the meeting will be "Traffic Problems," and such speakers as John A. Beeler, W. H. Heulings, Jr.; C. O. Birney, E. B. Meissner, Thomas Elliott, A. L. Drum, H. H. Adams, C. E. Morgan and M. B. Lambert are on the program.

Wednesday has been set aside for inspection and study of the exhibits. On Thursday morning "Finance" will be the subject of discussion. In the meantime the Accountants' Association, Claims Association, Engineering Association, and Transportation and Traffic Association will hold individual sessions.

A splendid showing of automotive equipment will be shown and some surprises are expected. The following motor bus exhibits are now in place:

Acme Motor Truck Company is showing parlor car and pay-enter street car type buses.

American National Omnibus Corporation is exhibiting a Tilling-Stevens gas-electric drive bus, electrol coach, interurban service coach, metropolitan service coach, and a stripped chassis.

Commerce Motor Truck Company is showing a 25-passenger street car type bus, chassis, 34-passenger chair car body.

Continental Motors Corporation is exhibiting a line of multicylinder motors for bus use, and sectional motors showing working parts.

The Fageol Company is showing gas-electric and mechanically driven buses, featuring six buses finished for delivery to traction companies and one gas-electric chassis.

The Four-Wheel Drive Auto Company has a Menominee six-cylinder underslung bus chassis with parlor car body.

Garford Motor Truck Company

(Continued on Page Two)

STANDARD SUES OVER TRADE MARK

Owning "Red Crown" Brand, Co. Opposes Independence "Red Hat"

CHICAGO, ILL., Oct. 3.—Independent Oil Men and the Standard Oil Company have gone to battle in a new sector; a fight over a trade mark. The trade-mark banners of the contestants reveal the Independent Oil Men of America flying the insignia "Red Hat" and Standard waving "Red Crown."

The story is that the Independents, an organization selling gasoline from the Atlantic to the Pacific, last spring entered application in Washington for registry of a series of trademarks for motor fuels and oils. This trademark consisted of a hat something after the order of the typical four-gallon lid worn by Uncle Sam in popular drawings.

Under this general design, according to color scheme, registration was sought covering the names High Hat, Red Hat, White Hat, Green Hat, Purple Hat and Blue Hat. Recently the Standard of Indiana and the Standard of Ohio filed opposition to the trademark on the ground that it conflicts with their own widely advertised Red Crown brand of gasoline.

Standard contends that "Red Hat" was chosen deliberately to confuse the public mind. L. V. Nicholas, president of the Independent Oil Men of America, speaking for the Independents, denies this, saying:

"In selecting this series of trade marks much time was given to choosing designs and names which might not conflict with any other brand. The only conflict at all is in the one word 'red', and a color is not subject to exclusive appropriation. We feel sure that the public can readily distinguish between a hat and a crown."

The hearing in the case has been set for October 13 before Thomas E. Robertson, commissioner of patents, in Washington. Owing to the powerful influences behind both factions in the fight and the established insignia at stake it is of wide interest to the public.

Both sides have been and are now carrying on national advertising campaigns in newspapers and magazines.

To Take Action on Gas Tax Increase

Olympia, Wash., Oct. 3.—Gov. Roland H. Hartley late yesterday issued a formal proclamation fixing Monday, November 9, as the date for convening the nineteenth session of the State Legislature in extraordinary session.

The Legislature adjourned in February of this year, at the governor's request, at mid-session, to permit the governor to make a business survey of the state, after which he agreed to call a special session, at which he would make recommendations concerning appropriations.

Because of the unexpected adjournment, the Legislature did not take action on a new state motor vehicle code or a proposed increase in the existing 2-cent tax on gasoline. Both of these matters are expected to come before the special session in November.

AUTO CLUB'S MEETING

Multnomah, Ore., Oct. 3 (U. T. P. S.).—Thomas P. Henry, president of the American Automobile Association, and Ernest Smith, general manager, will attend the meeting of the auto clubs of eleven Western states, to open at Vancouver, B. C., today, and continue through Monday. The purpose of the meeting is to create uniform conditions and regulations on highways.

MR. AND MRS. FREDERICK J. HAYNES who sailed last week for London to attend the automobile show there. Mr. Haynes, president of Dodge Brothers, Inc., declared upon leaving that Dodge production for 1925 would total 275,000 cars.



International Newsreel Photo.

California Has 1,394,867 Autos

Sacramento, Cal., Oct. 3.—Reflecting the prosperity of the California automobile dealers, the motor vehicle registration figures for 1925 up to October 1 show a gain of 44,108 cars over the total registration for 1924. During the first nine months of this year California has registered a total of 1,394,867 automobiles. Complete registration for the current year, according to indications, will reach the approximate figure of 1,500,000. More than 100,000 machines are expected to be registered within the next three months.

Fees collected to date aggregate \$6,723,189. Registrations to October 1, 1925, classified, are as follows: Automobiles, 1,155,653; solid trucks, 41,045; pneumatic trucks, 164,131; motorcycles, 10,393, and trailers, 23,636.

F. M. HARPHAM, DIRECTOR OF GOODRICH CO., MARRIES

Special A. D. N. Washington Bureau Washington, D. C., Oct. 3.—Fred Murcott Harpham of Akron, a director of the Goodrich Tire and Rubber Company, was married here today to Mrs. Gertrude Rider of Chevy Chase, Md. Mrs. Rider, who is the widow of the late Rev. Harold M. Rider, who died in 1911, was formerly national director of Braille, for the American Red Cross, directing librarian of the School for Blind Soldiers at Evergreen, Md., and in charge of the congressional reading room for the blind. Mr. Harpham also is a director of the Goodrich Zepelin Company and the National City Bank of Akron.

FLUSHING DEALERS PLAN PARADE WITH AUTO SHOW

Flushing, L. I., Oct. 3.—A novel feature of the Sixth Annual Flushing Automobile Show, to be held during the week of October 5, is the special parade scheduled for the opening day. The parade has been arranged through the efforts of the General Motors Dealers' Association in Flushing.

A band riding on a big G. M. C. truck will lead the procession through Broadway and past the armory, where the automobile show is to be held. Many leading makes of automobiles, in their newest body styles, will be included in this parade.

ILLEGAL LICENSE PLATES DRAW IRE OF OFFICIALS

Nashville, Tenn., Oct. 3.—A relentless drive against automobile drivers, owners and dealers whose cars bear illegal license plates has been started by the motor vehicle registration division of the State Department of Finance and Taxation.

The drive will be carried on against all classes of car and truck operators and owners, W. B. Ward, in charge of the bureau, announced.

VETERAN WOMAN DRIVER ADMITS MAN'S SUPERIOR SKILL—ALMOST ALWAYS

New York, Oct. 3.—The first woman in New Hampshire and one of the first in the world to drive an automobile, Mrs. Thomas O'Shea of Laconia, was a caller today at the Automobile Club of New York, in the Hotel Ansonia. She had just completed the 350-mile run from Laconia in a Studebaker and will return tomorrow.

Mrs. O'Shea has owned more than a dozen models since 1903, when she drove an Oldsmobile. She has driven a total of nearly 1,000,000 miles without a single accident.

"Certainly men are better drivers than women," she admitted, "except in isolated cases—such as mine, for instance." And she laughed merrily.

G. M. PLAYS HOST TO AUTOMOTIVE ENGINEERS

Special from A. D. N. Detroit Bureau Detroit, Oct. 3.—The General Motors Corporation Thursday played host to the Detroit section of the Society of Automotive Engineers at the company's proving ground near Milford, Mich., thirty-five miles from Detroit.

Thursday's meeting opened the fall series for the engineers, and members representing every motor plant in the city were on hand, the party motoring to the grounds in a caravan. G. M. officials greeted the party on arrival and conducted a tour of the grounds.

A series of tests for passenger cars in hill climbing, maximum speed fuel economy and braking efficiency were staged. In the course of the tests a good deal of recording and testing apparatus was demonstrated.

In the evening dinner was served and the engineers were addressed by O. T. Kreusser, G. M. official in charge of the proving ground.

LUTHY COMPANY BUYS MICHIGAN PISTON RING

Jackson, Mich., Oct. 3.—F. A. Luthy Company has purchased the assets of the Michigan Piston Ring Company of Hastings, Mich., and will operate it as a piston ring division of the F. A. Luthy Company. R. D. Bourbon, formerly of the production department of the Piston Ring Company of Muskegon, Mich., and superintendent of the Michigan Piston Ring Company, will act as division superintendent. The piston rings will be marketed along with other automotive and aeronautical products under the Lu-The trademark.

SEES BETTER BUSINESS

New Haven, Conn., Oct. 3.—Definite tendencies in business conditions indicate a renewal of good business in this city, asserted A. R. Kroh, sales advisor, National Automobile Dealers' Association here tonight in the New Haven Sales Congress. The meeting was well attended by local and out-of-town dealers.

N. A. D. A. Holds Successful Sales Congress in Boston

Boston, Mass., Oct. 3.—With 53 per cent. of Boston's residents paying income tax, 64 per cent. of the income tax payers own automobiles. These figures were presented yesterday by Edward Payton, market analyst for the National Automobile Dealers Association, speaking before the Sales Congress, in session here this week.

Dealers came from a radius of 100 miles. John A. McAlman, president of the Boston N. A. D. A., presided. The conference was arranged by the Boston organization as part of the series of ninety-six sales conferences sponsored by the national association in various parts of the country.

Ford Negotiating For W. Va. Site

Charleston, W. Va., Oct. 3.—Negotiations with Henry Ford for the sale to him of about 50,000 acres of coal and timber lands along Elk River in Webster and Braxton counties, W. Va., are nearing a point which indicates that the deal will likely be put through, according to local men who are interested in the deal.

Among the leaders of those trying to put through the deal are Senator William E. Chilton of Charleston; Cary Hines of Sutton; G. E. Kesterson of Huntington; John Newton of Sutton, and several residents near the land involved.

Engineers and geologists representing the Ford interests have made surveys of the land and reported to the Detroit offices their findings, it is said. Persons owning the various tracts have been busy for some time having titles to all property cleared and ready for transfer.

It is understood that Mr. Ford desires the land for water power purposes and also for the coal deposits underlying the tract.

HULETT TO ENTERTAIN DEALERS AND SALESMEN

New York, Oct. 3.—J. N. Hulett, president of the Hulett Motor Car Company, metropolitan distributor of Chandler and Cleveland cars, will be host to his dealers and salesmen at a dinner to be given at the Hotel Astor on next Wednesday. George M. Graham, vice-president of the Chandler Motor Car Company, will speak.

Bus Exhibits Feature Of A. E. R. A. Convention

(Continued From Page One)

is showing the Garford Greyhound, a parlor car and sedan chassis, a single deck and double deck chassis equipped with six cylinder motors and four-wheel brakes.

Graham Brothers are exhibiting new models of 21-passenger city vehicle, a parlor car type bus.

The International Motor Company is exhibiting a line of Mack buses, including 25 and 29-passenger city type buses and a 25-passenger parlor car of the newest design. A chassis and a progressive body construction are also shown as well as a 24-year-old sightseeing bus. Service tools and parts are also shown.

Pierce-Arrow Motor Car Company is showing de luxe type coaches with smoking compartments on six cylinder chassis as well as a city type and a touring bus.

The Reo Motor Car Company has a pay-enter bus, an intercity palace coach and a chair coach, all six cylinder models.

The Ruggles Motor Truck Company is showing a twenty-six passenger suburban club coach, six cylinder valve in head motor.

MOTOR PLANTS ADD TO FORCE

Maximum Production Plans Spur Employment

TOLEDO, O., Oct. 3.—Automotive plants here are adding to their forces, and in the last week were responsible for a gain of 585 workers, making a total of 27,036 on payrolls as compared with 16,339 the same week last year.

The Willys-Overland Company continues its policy of building up its working force and striving for a maximum production, company officials announce. It is expected that October will keep up this pace, as reports from the sales territory indicate continued demand for new cars.

Electric Auto Lite Corporation, Tillotson Carburetor Company and other local automotive plants added to their forces. Chevrolet Ohio Motors Company showed a slight change, but still has a maximum force at work.

Dividend payments made by Toledo industries showed the automotive plants out in front in distributions. It was estimated that local companies paid out about \$4,000,000 to stockholders. More than a million of this was earned in automobile lines.

Bank returns indicated about 40 per cent. gain for September in general trade volume for this district, and power consumption was at a new peak for the month.

Plan Road Show For November 9

San Francisco, Oct. 3.—On the site of the Panama Pacific International Exposition the all-Western road show will open its gates here for one week, beginning November 9. From all parts of the West those connected with road building will gather for the event, as well as machinery men and highway buyers from the East.

More than 94,000 square feet of space has been reserved by manufacturers for their exhibits. Every type of machinery known to road building and allied lines will be displayed.

The G. A. Schacht Motor Truck Company is showing a 29-passenger "Super Safety" parlor car, equipped with "ten speed" transmission on a chassis with a 237-inch wheelbase.

The Six Wheel Company is showing a twenty-nine passenger Safeway six wheel city type bus, a twenty-seven passenger six wheel parlor coach, a double deck bus and a stripped chassis showing rear working parts.

The Stewart Motor Corporation is showing types of six cylinder city type and parlor car buses.

The Studebaker Corporation has an exhibit of chassis, 12, 15 and 19 passenger sedans, as well as city type and parlor car buses.

The White Company is exhibiting a full line of buses, showing three models of street car types and three of parlor cars. Photographs show White buses in service of traction companies.

The Yellow Coach Manufacturing Company is showing a six cylinder double deck bus, a gas-electric single decker, a city type bus, a parlor car in several models, as well as chassis of these types. A moving cutaway sleeve valve is also shown.

DEMAND FOR '26 MODELS EXCEED NEWARK SUPPLY

Sales Continue High in
California—Closed
Cars Popular

NEWARK, O., Oct. 3.—Demand for 1926 motor cars is exceeding the supply, according to the reports of leading Newark distributors.

The Newark Buick Company reports the largest oversale, with 30 cars oversold. The Oakland dealer and the Overland dealer are both oversold by approximately two dozen cars, the Overland report including Willys-Knight sales.

Ford cars are at a premium, only one of the new models having reached the city.

Nash, Studebaker, Hudson and Chevrolet dealers also report heavy oversales.

HIGH IN OAKLAND

Oakland, Cal., Oct. 3.—Passenger sales increases, which have endured here for the past five months, are continuing into the autumn. There is every indication that the remaining four months of 1925 will perpetuate the selling boom that started last April. Cool fall evenings are stimulating closed car sales in this territory. While sharp nights throughout the year in the San Francisco Bay region keep enclosed car popularity fairly even from month to month there is, nevertheless, a noticeable increase in the sale of these models in September and early October.

NEED MORE PLATES

Olympia, Wash., Oct. 3.—Based upon the normal 10 per cent. increase over demands of 1925, predicted on increases of the last few years over previous years, the state of Washington will require at least 380,000 motor vehicle license plates for 1926, according to Charles R. Maybury, state director of licenses. Before the year 1925 expires, Director Maybury estimates that at least 385,000 motor vehicle license plates will have been issued by his department.

Chevrolet Men Dine in Capital

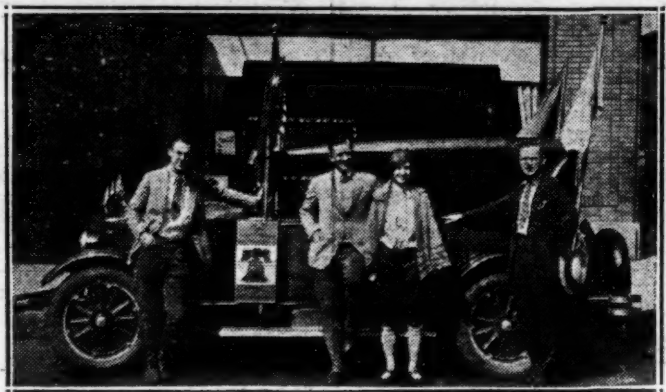
Special A. D. N. Washington Bureau
Washington, D. C., Oct. 3.—The Chevrolet Dealers' Association of Washington and Alexandria held their annual banquet Thursday night at a local hotel. Two hundred salesmen and members of the various Chevrolet organizations and representatives from the factory and factory branch at Baltimore were guests of the local association. Benny Ourisman of the Ourisman-Chevrolet Sales Company was chairman, and L. Stevenson of the Luttrell-Chevrolet Sales Company acted as toastmaster.

Among those attending were: J. A. Stiffy, office manager of the Chevrolet Baltimore branch; H. B. Hatch, sales manager of the Baltimore branch; Edward E. Kauser of sales production at Baltimore branch; C. F. Townsend, manager car order department, Baltimore branch; A. C. Baird, assistant sales manager of Baltimore branch; C. R. Borders, sales representative of factory; V. H. Fenker, parts and service manager of Baltimore branch, and William Illich of the Aero Auto Company of Alexandria.

FORD BUFFALO BRANCH BOOSTING PRODUCTION

Buffalo, N. Y., Oct. 3.—The Ford Motor Company's branch in this city has nearly completed the alterations necessary to assemble the new Ford models and production has reached 150 a day. It is expected that production will be 250 a day from now on and will gradually be pushed up to the 300 mark. About 1,000 are now employed as against a normal of around 800.

ADVERTISING IN VELLE—En route to Pacific coast in Velle touring car to advertise Sesquicentennial in Philadelphia, these Quakers stopped off in Indianapolis to visit H. J. Steinkamp, Velle manager (holding straw hat).



Distributor Doings

HONOR JOHN WILLYS

Washington, D. C., Oct. 3.—Members of the Wardman-Justice Motor Company, distributor for Overland, held a get-together meeting yesterday. Talks were given by G. T. McCutcheon, manager of the Willys-Overland Company of Pennsylvania; A. E. McCreeger, manager of the local branch of the Willys-Overland Company, and E. H. Gilchrist, general manager and vice-president of the Wardman-Justice Company. The meeting was held in honor of John Willys, founder of the Willys-Overland Company, and to start the national derby contest.

IN NEW HOME

Chicago, Oct. 3.—The Smith-Sauer Motor Company, Chicago distributor of the Marmon, took possession of its new home at 2349 Michigan Ave. Wednesday. The Willard McAllister Company will hereafter handle the retail sales at the new address of the distributor.

JOINS CHRYSLER

Flint, Mich., Sept. 3.—Peter D. Rogers, former sheriff of Genesee county, has left to join Matt Davison, Chrysler distributor for this section of Michigan.

HUPMOBILE BEATS TIME OF FASTEST LIMITED

Hartford, Conn., Oct. 3.—Tearing through a night that included six hours driving in an almost blinding rainstorm, T. W. Campbell, Hupmobile distributor at Hartford, and C. E. Emery, member of his organization, piloted a standard stock Hupmobile eight sedan from Hartford to the Detroit ferry dock at Windsor, Ont., in 19 hours and 20 minutes elapsed time, September 20-21. Their record eclipses that of the fastest through limited train from New England to Windsor by more than 3 miles an hour. They averaged 44.79 miles an hour for the 866 miles they traveled.

FALL PROSPECTS GOOD FOR NEW CAR SALES

Evansville, Ind., Oct. 3.—"Prospects for the fall market in new cars look good" was the general opinion of local distributors and dealers following a survey for the week ended September 26, during which period two distribution agencies reported a total of 102 new cars shipped wholesale to dealers. Retail sales in the city were reported at 227 new cars.

STANDARD FUEL SHIPS

San Diego, Cal., Oct. 3.—The Standard Oil Company has received the contract to supply fuel oil on the west coast to shipping board vessels during 1926. It was announced recently. The stipulated price was \$1 a barrel.

ALABAMA HAS 80,000 INCREASE IN AUTOS

Montgomery, Ala., Oct. 3.—There has been an increase during the past twelve months of 80,000 in the number of motor vehicles owned and operated in Alabama. State Tax Commissioner F. C. Marquis, who made this announcement Tuesday, said that the close of the fiscal year, Wednesday at midnight, would find this increase compared with the number of automobiles registered in the state at the close of the fiscal year ending September 30, 1924.

CHEVROLET SALES LEAP

Spokane, Wash., Sept. 26 (U. T. P. S.).—Chevrolet sales throughout western Washington and northern Idaho had increased 200 per cent. during the past year, it was pointed out by speakers at a dinner meeting recently of local dealers who were guests last night of Buchanan Brothers, managers of a string of salesrooms in surrounding towns.

Seek to Eliminate Term "Used Car Appraiser"

CHICAGO, Oct. 3.—The Chicago Automobile Trade Association has launched a campaign to eliminate the term "used car appraiser" and substitute for it the phrase "used car buyers." Also the substitution of the word "value" for "appraise."

It is claimed that the two words "appraiser" and "appraised" have cost automobile dealers of Chicago a million dollars a year. Nearly 200 dealers have sent in pledge cards to make this change in the used car industry.

The term "pleasure car" was offensive to the trade years ago, and by co-operative effort that name for the passenger automobile was discontinued until today it is never heard. The same can be done with the words "appraise" and "appraiser," according to trade association officials.

"The new words 'buyer' and 'value' will have a psychological effect upon the public that will be beneficial to the business," said a director. "The 'buyer' will feel added importance and do a better job. He will meet the owner on an equal basis, for he will be 'buying' a car not 'appraising' it for some one else to buy."

"The fact is the automobile dealer can lose more in one used car deal through an inaccurate valuation than the new car department can make in the sale of three new cars. Upon the valuation placed in buying depends to a great extent the success or failure of an automobile concern."

HUDSON AND BUICK CARS SHOWN AT SPANISH FAIR

Lisbon, Oct. 1 (U. T. P. S.).—Hudson and Buick are among the firms having space at the Exposition of Automotive Vehicles, which opened September 19 and is scheduled to close October 5. The exposition was organized by the Portuguese Automobile Club and covers all types of automotive vehicles and accessories, including tractors.

Mercedes, Rolls-Royce, Ansaldo, Isotta Fraschini, Citroen, De Dion, Renault, Hotchkiss and Sizaire are other exhibitors.

BAN "OPEN AIR" USED CAR MARTS IN OAKLAND

Oakland, Cal., Oct. 3.—An ordinance has been passed by the city council prohibiting the opening of any more used car lots on the main arteries of Oakland.

This move was made at the suggestion of regularly established motor car dealers, who occupy buildings and conduct a bona fide business.

OPENS LARGE GARAGE

Quincy, Mass., Oct. 3 (U. T. P. S.).—A new garage, known as the Atlantic Garage, was opened today. Ernest F. Lange is the manager. The new enterprise will also have an agency for Studebaker cars, and will have a showroom and service station. Mr. Lange is a Californian, and is the inventor of the Simplex self-starter and several other motor accessories. The new building has a capacity for sixty-five cars.

for Economical Transportation



All Chevrolet enclosed cars are equipped with a Fisher V-V one-piece windshield and an automatic windshield wiper. This patented watertight construction gives the driver unobscured vision and ventilation across the entire cowl. It is a sales feature found in no other car selling at Chevrolet's low price.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.
Division of General Motors Corporation

Touring . . . \$525	Coupe . . . \$675	Commercial Chassis . . . \$425
Roadster . . . 525	Coach . . . 695	Express Truck Chassis . . 550
	Sedan . . . 775	

ALL PRICES F. O. B. FLINT, MICHIGAN

QUALITY AT LOW COST

Automotive Daily News

"Of, By and For the Entire Automotive Industry."

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Motoring Democracy

IN the universal application the practical democracy of motoring in this country lies the tremendous power of the automotive industry. Government figures just released show that on July 1, 1925, there were 17,760,000 motor vehicles registered throughout the country. This means that close to 19,000,000 cars and commercial vehicles will be in use by the end of the year. The dream of a motor car for every American family is not so far from reality.

Recently the *Automotive Daily News* asked its correspondents to report on used car sales in their communities and one of the most interesting phases of these compilations concerned the financial status of purchasers of the second-hand vehicles. The average earnings of the purchasers ranged from \$18 to \$35.

Analyzed, these figures mean that the benefits of motor transportation are within the reach of almost every class in this country. In Europe motoring is still an exclusive possession of the rich or near-rich. Here it is a truly democratic function of everyday life and all classes. This motoring democracy is one of the most healthful and hopeful signs in a period of unrest and social turmoil.

Profit or Loss

Exactly what the motor bus can do under favorable conditions to turn a debit balance into a profit appears in a brief story in a recent issue of the *Automotive Daily News*.

It seems that a real estate company near Bridgeport, Conn., developed a tract of land along the Sound. To make their proposition practical they even built a one-track trolley line to carry their patrons to and from the city.

Unhappily trolley service on the one-track road was not very satisfactory. It took three-quarters of an hour to reach the city, a scant four miles away, and trips were not frequent enough to please residents. The trolley service always has represented a considerable loss to the operating company.

Not long ago some forward-looking person sold the company on substituting a bus line for the trolley. This has just been done. The overhead wire was torn down and the roadbed has been made into a hard road. Three big buses carry passengers, while a fourth is always held in the shop being overhauled and ready for any emergency service. Running time to Bridgeport has been cut down to less than half an hour AND the bus line is showing a profit!

Ailing trolley companies, please note.

Do You Like To Be Taxed?

Do you approve of the continuance of the war-time excise taxes on motor vehicles and parts? Of course you don't. Then do your part toward their repeal. Sign the brief petition below. Paste a strip of paper on it and ask your employees and customers to sign it too. Then send it to the *Automotive Daily News*, 25 City Hall Place, New York city.

A PETITION TO THE CONGRESS OF THE UNITED STATES FOR REPEAL OF THE EXCISE TAX ON MOTOR VEHICLES AND PARTS.

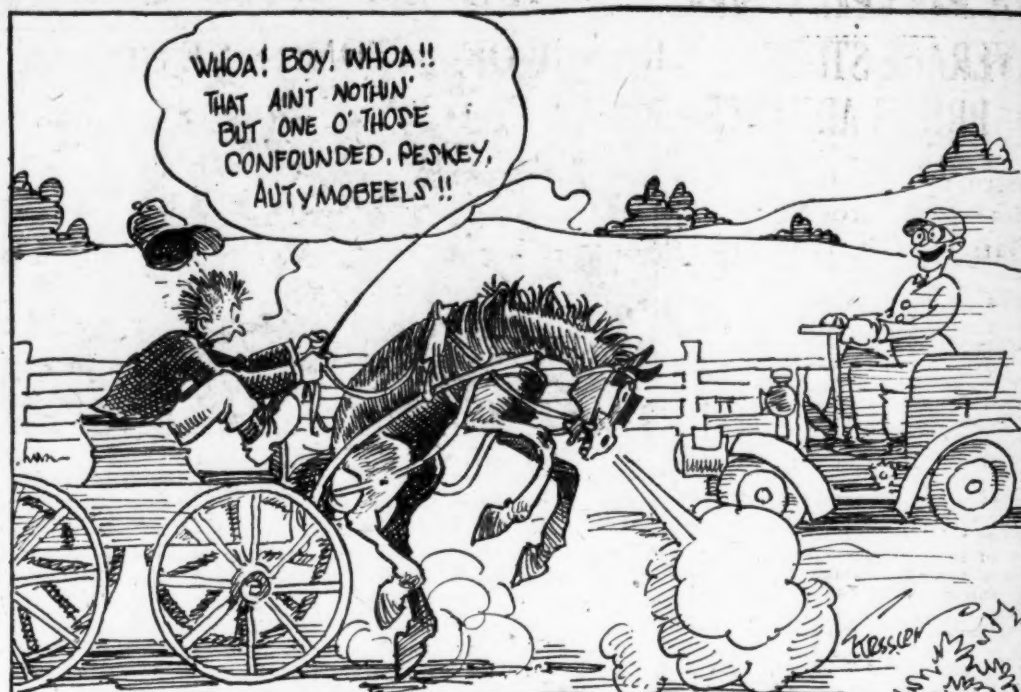
We, the undersigned citizens of the United States, dealers in and users of motor vehicles and equipment, respectfully and earnestly urge the repeal of the war-time excise taxes on passenger motor cars, motor trucks, parts, tires and accessories. During the period of the war and readjustment, these taxes were willingly and patriotically borne. The economic need for them has now passed. Their continuance is a serious hampering of business and a heavy burden on users of motor vehicles and equipment.

Signed.....

Address.....

Our Own Automotive Family Album

The Boyhood Days of Our Industry's Leaders



EDWARD T. STRONG, OF BUICK, USED TO BE AN ADEPT AT BREAKING HORSES TO DRIVE.

SEEKS SUPPORT IN EXCISE FIGHT

President of Mississippi Motor Club Sends Out Letter

Jackson, Miss., Oct. 3.—Support of the campaign for the repeal of the auto excise tax is being given by local dealers and owners of automobiles. Sam McCool, president of the Mississippi Motor Club, in a letter urging their united demand on local representatives for a repeal of the law, wrote as follows:—

"If this Federal tax is not done away with this year, the American motorist has only himself to blame. The investigation shows a huge surplus in Federal revenues. There is ample surplus on hand to make the needed reductions in inheritance, gift and income taxes so strongly pressed by the administration and at the same time do away with all the hangover taxes on automobiles, parts and accessories."

Referring to the A. A. A. special report of the income from the excise tax, Mr. McCool pointed out that "although hundreds of manufactured articles have been relieved of special wartime taxes, the automobile purchaser is still paying on the average a special levy of \$29 on every car he buys. In 1924, \$124,000,000 was collected through this special war tax. The motorists as a class paid 88 per cent. of the total collection of the Federal government from all of the war excise taxes which are still in force."

"Last year the A. A. A. secured a reduction in the tax, which meant a saving of \$25,000,000. The only reason it did not get a larger reduction was because the individual motorist failed to push the issue. Congressmen are more impressed with appeals from a million individual motorists than they are from an organization representing a million members. If every member of the A. A. A. and all other motorists who could have used that \$29 for some other useful purpose, had written direct to his congressman there is no question in my mind but that the whole tax would have been eliminated."

"This is the time to act. Putting it off for a few days may mean that you will go on paying through 1926 the special levy of \$29 and an additional levy on every new part you buy."

The Observer

Each month the National Automobile Chamber of Commerce issues a Service Bulletin.

This tells what the different plants, and what various service stations are doing to improve the repair-shop business.

How many other industries can point to similar activity?

There are many sins of the garage to be guarded against. It is hard to eliminate the gyp. But the factories are doing their best. The flat rate plan is in general practice, and the dealer who misuses his customers hazards his contract.

Yes, this business makes its mistakes, but several incidents in other lines which came in sight of *The Observer* suggest that some other businesses may learn a little about service from the automobile industry.

A typewriter, for instance, was sent to the New York official station of one of the biggest concerns in that field. The owner asks what it would cost to have the machine cleaned and oiled. The first letter in reply quoted a price of \$28 for complete overhauling. The customer then reminded the company that the machine had been overhauled not very long before. A second letter stated that various repairs could be made for \$11. The owner again wrote and said that the machine was in good working condition and asked once again for quotations on cleaning and oiling the typewriter. By this time he was convinced that the company was trying to compel him to pay more than the situation appeared to demand.

A customer purchased a certain make of razor outfit with strop. Some months later he accidentally cut the strop, and went back to the store to buy a new one. The clerk said that this would be 50 cents. As it was a small, light piece of leather, the buyer thought this a high price. "What is the price of a complete new outfit?" he asked. "Forty-nine cents," said the clerk.

Another buyer purchased an electric fan. A screw on the guard came out and was lost. The buyer went back to the store for another screw. "We don't carry them. You'll have to write the factory."

Mass. Motorists Protest Fee Boost

North Adams, Mass., Oct. 3 (U. T. P. S.).—Berkshire county motorists and truck owners are making protest against the proposed increase in registration fees for Massachusetts for 1926. The new schedule will net an increase of approximately \$4,000,000 in the commonwealth.

The present rate of \$10 will remain on most four cylinder cars, as well as some with six cylinders. On the higher powered machines, some will be charged \$15; \$20, and the higher priced automobiles will go to \$25. On largest trucks used within the state a fee as high as \$140 will be acted, scaling down to the present figures on smaller trucks.

BUFFALO DEALERS' ASSN. WILL FIGHT EXCISE TAX

Buffalo, N. Y., Oct. 3.—The Buffalo Automobile Dealers' Association is co-operating with the National Automobile Chamber of Commerce, the National Automobile Dealers' Association and the American Automobile Association to secure repeal of the war excise tax on motor vehicles by the incoming Congress.

While no official action has been announced, the local association is working on the matter, and it will be up for action of the board of directors within the next week or two.

"What is the factory?" The clerk did not know. Neither did the store manager. It was a chain store. These things were bought at headquarters. Would the manager find out at headquarters? He promised to try but did not do so. The buyer tried at several hardware and electrical goods shops in the neighborhood. But none carried that type of screw. It was an odd size.

The next time that some one complains of automotive service these incidents are worth mentioning.

They do not excuse the automobile men.

But they show that service is a job which every business must watch.

Financial News of the Automotive Industry

AVERAGE STEEL PRICES ADVANCE

Increase 28 Cents to \$51.18 a Gross Ton—Bars Up 10c. Hundred

New York, Oct. 3.—A gain of 28 cents was recorded this week in the Dow Jones' average of eight important iron and steel products. The average is now \$51.18 a gross ton, f. o. b. Pittsburgh, against \$50.90 for the last few weeks and a low of \$50.84 a month ago. An advance of 10 cents a hundred pounds in steel bars caused the higher level.

The present average is \$6.87 lower than the 1924 high of \$58.05 and 36 cents lower than that year's low of \$51.54. High so far in 1925 was \$53.96 in February. Average of thirteen pre-war years was \$37.11.

Steel bars also moved up \$2 a ton at New York to base of 2.34 cents a pound. All other steel prices were unchanged with the exception of tank plates, which were down \$1 a ton at 2.04 cents a pound, New York, and steel scrap, which at \$18 a ton Pittsburgh was off 50 cents.

Following is a comparison of current prices with those of last week, the 1924 and 1923 high and low, the peak during 1920 boom and pre-war average:—

	Plates	Bars	Billets
Oct. 2, '25	\$40.32	\$44.88	\$35.90
Sept. 26, '25	40.32	42.55	35.00
Feb. 8, '24	45.20	48.53	40.00
Nov. 7, '24	40.32	44.80	35.50
April 30, '23	56.00	56.00	45.00
Jan. 23, '23	47.04	47.04	37.50
Aug. 3, '20	72.80	72.80	65.00
13-year average			
1901 to 1913	34.18	34.54	25.51

Following table shows yearly averages of the three products since 1902:

	Plates	Bars	Billets
1924	\$47.26	\$49.28	\$37.97
1923	54.43	52.86	41.70
1922	38.53	38.53	33.95
1921	56.00	56.00	45.00
1920	72.47	72.12	56.22
1919	60.85	55.88	40.51
1918	67.20	60.48	43.50
1917	131.80	131.30	70.78
1916	79.18	59.73	43.95
1915	29.34	29.34	22.44
1914	25.53	25.76	19.24
1913	33.60	34.72	25.79
1912	29.79	28.90	22.40
1911	29.25	28.22	21.46
1910	32.60	32.02	25.30
1909	31.70	29.58	24.58
1908	36.84	38.15	26.31
1907	38.08	38.84	29.23
1906	35.84	35.39	27.41
1905	35.61	35.39	24.59
1904	34.52	34.52	22.08
1903	35.84	34.94	27.93
1902	35.84	37.40	30.02

Business Conditions

Business Expanding

New York, Oct. 3.—The weekly reviews of trade and business comment on the further expansion in all departments of industry. There are some cross-currents evident, but nevertheless the reports of the commercial reporting agencies for the week are optimistic and cheerful. All sections of the country are participating in the increased activity.

29 New Oil Concerns

New York, Oct. 3.—Twenty-nine new oil companies were incorporated in the United States in September, against twenty in August, twenty-three in July and thirty-seven in June. The total capitalization of the September incorporations was \$34,575,000.

Storing Crude Oil

Tulsa, Okla., Oct. 3.—The Prairie Oil and Gas Company is storing 25,000 barrels of crude oil daily in the mid-continent field. In Texas and southern Oklahoma the Humble Pipe Line Company is storing 20,000 barrels daily.

Midwest Business

Chicago, Oct. 3.—During August, agricultural implement factories operated at 73.2 per cent. of estimated normal. Midwest automobile distributors report more cars sold at wholesale than a year ago. Retail sales fell off, probably because of the small number of sales by dealers awaiting new models.

RANGE OF AUTOMOTIVE STOCKS

Previous, 1925		NEW YORK STOCK EXCHANGE		Sales		High	Low	Close	Net Change
High	Low	Div.							
15 1/2	10	6	Ajax Rubber	11,800	13	12 1/2	12 1/2	12 1/2	0
9 1/2	7 1/2	6	Allis-Chalmers	400	87 1/2	87	87	87	0
64 1/2	26 1/2	1.50	Am. Bosch Magneto	1,700	37 1/2	37	37	37	0
44 1/2	27 1/2	3	Briggs Motor Co.	4,800	38 1/2	38 1/2	38 1/2	38 1/2	0
39 1/2	27 1/2	3	Chandler Motor	800	37 1/2	37 1/2	37 1/2	37 1/2	0
194 1/2	108 1/2	8	Chrysler Motor	2,400	183 1/2	184 1/2	184 1/2	184 1/2	0
109 1/2	100 1/2	8	Chrysler Motor pf. A.	1,500	109 1/2	107	109 1/2	109 1/2	0
11 1/2	8 1/2	.80	Continental Motors	6,500	11	10 1/2	11	11	0
33 1/2	21 1/2	7	Dodge Bros. A.	119,400	34 1/2	32 1/2	34 1/2	34 1/2	0
39 1/2	27 1/2	7	Dodge Bros. pf.	1,200	36 1/2	36 1/2	36 1/2	36 1/2	0
21 1/2	60 1/2	4	Electric Stor. Battery	3,300	66 1/2	66 1/2	66 1/2	66 1/2	0
100 1/2	60 1/2	5	Fisher Body	7,200	100 1/2	98 1/2	99 1/2	99 1/2	0
27 1/2	10 1/2	7	Fisk Rubber	22,400	28 1/2	27 1/2	28 1/2	28 1/2	0
114 1/2	75 1/2	7	Fisk Rubber 1st pf.	400	114 1/2	112 1/2	112 1/2	112 1/2	0
36 1/2	28 1/2	2.50	Gabriel Snubbers	2,100	35 1/2	34 1/2	34 1/2	34 1/2	0
16 1/2	4 1/2	7	Gardner Motor	1,000	16 1/2	16 1/2	16 1/2	16 1/2	0
112 1/2	64 1/2	7 1/2	General Motors	22,100	112 1/2	111 1/2	111 1/2	111 1/2	0
114 1/2	102 1/2	7	General Motors 7 1/2 pf.	100	114 1/2	114 1/2	114 1/2	114 1/2	0
24 1/2	12 1/2	7	Glidden Co.	2,100	23 1/2	22 1/2	22 1/2	22 1/2	0
58 1/2	36 1/2	4	Goodrich	5,800	69 1/2	67 1/2	68 1/2	68 1/2	0
107 1/2	80 1/2	7	Goodyear pf.	1,400	109 1/2	108 1/2	109 1/2	109 1/2	0
108 1/2	102 1/2	7	Goodyear prior pf.	1,000	108 1/2	106 1/2	108 1/2	108 1/2	0
44 1/2	30 1/2	3.50	Hayes Wheel	12,600	42 1/2	40 1/2	42 1/2	42 1/2	0
98 1/2	33 1/2	3	Indian Motor	17,100	96 1/2	94 1/2	94 1/2	94 1/2	0
26 1/2	14 1/2	1	Hupp Motor	14,300	24 1/2	24	24	24	0
24 1/2	12 1/2	.50	Indian Motorcycle	200	20 1/2	20 1/2	20 1/2	20 1/2	0
59 1/2	35 1/2	3	Jordan Motor Car	1,200	43 1/2	42 1/2	42 1/2	42 1/2	0
21 1/2	12 1/2	3	Libby-Sprinkfield	2,700	18 1/2	17 1/2	17 1/2	17 1/2	0
114 1/2	87 1/2	0	Kelsey Wheel	100	105 1/2	105 1/2	105 1/2	105 1/2	0
3 1/2	1 1/2	1	Keystone Tire	500	2 1/2	2 1/2	2 1/2	2 1/2	0
19 1/2	11 1/2	6	Lee Rubber & Tire	10,900	18 1/2	17 1/2	18	18	0
106 1/2	99 1/2	7	Mack Trucks	19,600	215 1/2	210 1/2	214	214	0
39 1/2	22 1/2	7	Mack Trucks 2d pf.	1,000	104 1/2	104 1/2	104 1/2	104 1/2	0
43 1/2	40 1/2	3.60	Moore Motors	4,700	38 1/2	38 1/2	38 1/2	38 1/2	0
35 1/2	18 1/2	2	Motometer A.	1,800	41 1/2	40 1/2	41	41	0
21 1/2	13 1/2	2	Motor Wheel	1,000	32 1/2	31 1/2	31 1/2	31 1/2	0
42 1/2	30 1/2	2.40	Mullins Body	100	16 1/2	16 1/2	16 1/2	16 1/2	0
47 1/2	19 1/2	16 1/2	Murray Body	100	20 1/2	20 1/2	20 1/2	20 1/2	0
44 1/2	15 1/2	1	Nash Motor	100	45 1/2	45 1/2	45 1/2	45 1/2	0
27 1/2	17 1/2	1.40	Packard Motor Car	11,100	107 1/2	107 1/2	107 1/2	107 1/2	0
94 1/2	10 1/2	7	Packard-Detroit Motor	2,700	26 1/2	26 1/2	26 1/2	26 1/2	0
18 1/2	8 1/2	7	Pierce-Arrow	72,600	45 1/2	44 1/2	44 1/2	44 1/2	0
73 1/2	56 1/2	8	Pierce-Arrow pf.	2,700	93 1/2	92 1/2	92 1/2	92 1/2	0
79 1/2	61 1/2	6	Reynolds Springs	500	10	9 1/2	9 1/2	9 1/2	0
59 1/2	41 1/2	4	Spicer & Co. Rubber	2,500	33 1/2	33 1/2	33 1/2	33 1/2	0
46 1/2	37 1/2	4 1/2	Stewart-Warner	29,500	82 1/2	82 1/2	82 1/2	82 1/2	0
49 1/2	33 1/2	4 1/2	Stromberg Carburetor	600	74 1/2	73 1/2	73 1/2	73 1/2	0
46 1/2	37 1/2	4 1/2	Stromberg Carburetor	57,400	58 1/2	56 1/2	57 1/2	57 1/2	0
46 1/2	37 1/2	4 1/2	Timken Roller Bear.	7,700	46 1/2	45 1/2	46	46	0
49 1/2	33 1/2	4 1/2	U. S. Rubber	49,500	69 1/2	68 1/2	68 1/2	68 1/2	0
108 1/2	82 1/2	7	U. S. Rubber 1st pf.	1,000	107 1/2	107 1/2	107 1/2	107 1/2	0
104 1/2	57 1/2	4	White Motor	46,200	95 1/2	93 1/2	94 1/2	94 1/2	0
28 1/2	9 1/2	7	Willis-Overland	40,000	27 1/2	26 1/2	26 1/2	26 1/2	0
111 1/2	72 1/2	7	Willis-Overland pf.	100	107 1/2	107 1/2	107 1/2	107 1/2	0
48 1/2	33 1/2	2.52	Yellow Truck & Cab.	9,900	48 1/2	47 1/2	47 1/2	47 1/2	0

NEW YORK CURB MARKET

	Sales	High	Low	Last
1580 Hood Rubber	72	69 1/2	70 1/2	70 1/2
625 Auburn Auto	47	46 1/2	46 1/2	46 1/2
600 Chicago Yel. Cab	49	48 1/2	48 1/2	48 1/2
800 Cont. Motors	1	11	11	11
350 Hupp Motor	24 1/2	24 1/2	24 1/2	24 1/2
75 Reo	22 1/2	22 1/2	22 1/2	22 1/2
28000 Stewart-Warner	82	78 1/2	82	82
575 Yellow Truck	48 1/2	47 1/2	47 1/2	47 1/2
50 Yellow Mfg. pf.	92	92	92	92

BOSTON

	Sales	High	Low	Last
100 Cont. Motors	10 1/2	10 1/2	10 1/2	10 1/2
500 Motor Wheel	31 1/2	31 1/2	31 1/2	31 1/2
2420 Packard	40	39 1/2	39 1/2	39 1/2
800 Paige	25 1/2	25 1/2	25 1/2	25 1/2
145 Reo	22 1/2	22 1/2	22 1/2	22 1/2
1422 Timken Axle	8 1/2	8 1/2	8 1/2	8 1/2

CLEVELAND

	Bid	Asked
Cleveland Railway	87	90
Pierstone 58 pf.	120	140
Pierstone 7s pf.	98	100
Goodyear	37	38 1/2
Peerless	37	38
Sherwood W.	41 1/2	42 1/2

Current Commodity Prices

New York, Oct. 3.—Interest in off grades is again a feature of the rubber market, although plantations and Paras are also in good demand. Spot rubber shows a tendency to firm up, but actual transactions are not large. Factories are inquiring rather actively and some good business is said to be in prospect.

The jobbing demand for gasoline is light, jobbers being reluctant to pay 11 1/2 cents a gallon for United States Motor at the refineries, apparently feeling that this price is a trifle too high. The export inquiry has improved. Locally the tank wagon price remains at 17 cents. Cased gasoline is quiet.

The steel market remains rather active, with a satisfactory demand from railroads and automotive manufacturers. Prices are inclined to harden. All of the mills are operating on rather heavy schedules.

STEEL PRODUCTS

	Semi-Finished—Gross Tons
Billets, rolling	\$25.00a36.00
Billets, forging	49.00a42.00
Steel bars (hot rolled)	1.90a 3.00
Blue annealed sheets	2.25a 2.90
Black sheets	2.10a 3.20
Auto body	4.20a 4.25
Bands	2.40a 2.50
Fold rolled strip	3.75a 3.80
Hot rolled strip	2.30a 2.40
Pig iron, Basic	18.50a19.00
Valleys	21.00a21.50
Eastern Pennsylvania	21.00a21.50

IRON AND STEEL SCRAP

	(Buying prices, f. o. b., New York.)
Heavy melting steel	\$12.00a13.00
Machine shop turnings	9.50a10.00
Cast iron borings	9.50a10.50
No. 1 cast scrap	16.00a17.00

MILL PRODUCTS

	Base prices cents per pound, f. o. b. mill.
High brass sheets	19 1/2
Copper, in rolls	21 1/2
Zinc, spot, New York	8.30 a8.32 1/2
Lead, spot, New York	9.50 a9.60
Aluminum, virgin, 99.99%	27 a 28

SEAMLESS TUBING

	High brass	Copper
	23.75	24.75

RODS

	High brass (round % to 2 1/2 in.)	Copper rods, round
	16 1/2	21 1/2

RUBBER MARKET

	Plantations—	First latex crepe, spot	October	November-December	January-March	Ribbed Smoked Sheets, spot	October	November-December	January-March	Para-Up-River, fine spot
		82 1/2	82 1/2	82 1/2	82 1/2	91	88 1/2	88 1/2	82 1/2	74

Motors Participate In Rise of Stocks

New York, Oct. 3.—Friday's huge trading in the stock market was followed this morning by a further outburst of strength on heavy transactions. Mack Trucks advanced 1 1/2 to 215 1/2 and White rose 1 1/4 to 96. The motor shares were conspicuous in the upswing. Weekly reviews of conditions in mercantile lines described continued improvement in demand, with prospects of steady expansion in the last quarter. This encouraging outlook gave additional impetus to the upward movement in the general stock list.

Mohawk Rubber Net 8 Mos. \$365,701

Akron, O., Oct. 3.—Total earnings of the Mohawk Rubber Company for the first eight months of 1925 were \$365,701. After deducting funds to meet dividends on \$1,900,443, earnings on the common stock approach \$15 a share.

JACKSON ENGINE APPROVED BY U. S.

Petroleum Motors Corp.
Ready to Equip 40,000
Army Trucks

ROCKFORD, Ill., Oct. 3.—The Jackson petroleum motor, manufactured by the Petroleum Motors Corporation, this city, has been officially approved by the United States government for purchases and possible replacement in 40,000 military department trucks, the corporation has announced.

Formal notice of the government acceptance of the engine was received by A. H. Seise, secretary and treasurer of the company, a few days ago. The action followed an eight-day test of the motor, during which the engine was said to have been subjected to the most trying tests known to internal combustion engine science.

The Petroleum Motors Corporation has absorbed half interest in the Master Truck Company, Chicago, and the selling organization of this firm is getting numerous orders for the engine, which it is claimed, operates three-ton trucks on distillate, at the rate of eight miles to the gallon. Distillate is on the market here at 6 cents a gallon.

"If business keeps booming as it has the last thirty days it will soon be necessary to enlarge our factory space considerably," said S. W. Anderson, sales manager of the company. "We have a large tract in the southeast end of the city which may eventually be entirely covered with factory buildings."

The engine is the invention of George E. Jackson of Three Rivers, Mich. Mr. Jackson perfected his first model in a one-cylinder engine. His two sons, M. F. Jackson, chief engineer of the Petroleum Motors Corporation, and T. G. Jackson, treasurer, developed the motor to its present state.

"Unlike other types of internal combustion engine," Mr. Jackson said, "the Jackson has no dead center. Although it has only four cylinders, each has two pistons which are opposed and operate on patent eccentrics which maintain an even flow of maximum power as does a steam engine or turbine. The compression ratios are constant throughout."

"The engine is four-cycle and to secure perfect balance the travel of the top and bottom pistons are four and five inches respectively. Further, the pistons are concaved to secure as nearly as possible a spherical combustion chamber."

NEW YORK ACCESSORY DEALERS IN NEW QUARTERS

New York, Oct. 3.—Ryan and Hughes, Inc., distributors of automotive specialties at 1698 Broadway, moved October 1 to new headquarters at 249 to 259 West 54th St. The concern is one of the largest distributors of automotive specialties in metropolitan territory and supplies more than 1,000 dealers.

Exclusive representation has been granted to the firm by many prominent accessory manufacturers, including the Fresh Air Corporation, Spencer Manufacturing Company, Pyrene Chains, made by the Pyrene Manufacturing Company; Gladiator heaters and the Gates Ford, Chevrolet and Overland enclosures. The company is said to be one of the largest merchandisers of the Winterfront Automotive Radiator Shutter.

RADIO FOR GARAGES

Portland, Ore., Oct. 3 (By U. T. P. S.).—Garage dealers throughout the Pacific Northwest are slowly beginning to realize that the radio will be a big asset in their business during the winter months, when car sales begin to slow up. Many garage men and auto dealers have recently been appointed as dealers for Grebe Synchronase by the Stubbs Electric Company of Portland, Ore.

FORD LANDING FIELD as it appeared from triple motor Fokker F-7, when that huge plane circled at Dearborn before nosing to the ground.

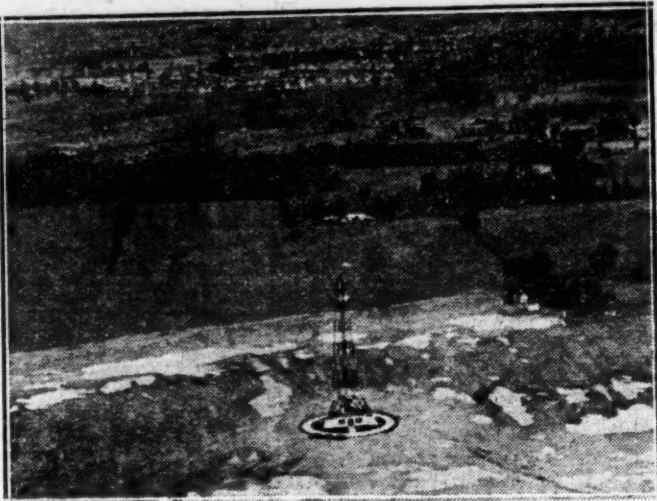


Photo by Underwood & Underwood.

Ford Air Derby Recalls Days of Glidden Tours

KANSAS CITY, Mo., Oct. 3.—The visit of the planes in the Edsel Ford reliability tour here today recalls to old-timers in the automotive industry the Glidden automobile reliability tours which started in 1905. Kansas City also was a unit in those tours when lion-hearted men tried for the trophies offered by Charles J. Glidden.

The sixteen planes in the Ford tour arrived here on time in a downpour of rain with their pilots dry and happy. The Glidden tourists made their way over almost impassable roads. Hard roads in the West then were virtually unknown. The Ford flyers came in on billowy clouds, while the Glidden tourists of twenty years ago arrived on waves of mud or in clouds of dust. Often they were wet to the skin from "digging out" in a storm and always were behind schedule, sometimes several days.

A few excerpts from reports of the Glidden tours emphasize the development in the automotive industry and in road building in the last few years.

Oakley, Kan., July 28, 1909.—Today was a nightmare for the Gliddenites from Hugo, Col., for more than seventy-five miles, the road was a succession of bad ditches and water bogs. Car No. 11 struck a ditch and threw the occupants out and broke the frame of the car. Car No. 12 broke a front axle twelve miles from and for and for the and from Oakley. A press car broke a wheel while towing a contestant with a broken axle.

Toledo, O., July 11, 1907.—The car of K. R. Otis, Cleveland, in the Glidden tour, overturned west of here injuring four occupants severely.

Madison, Wis., July 15, 1909.—A continuous dust cloud hung over the Glidden tour route. Those who started out this morning with dusters and goggles soon gave up trying to keep clean. Most of those who arrived this afternoon were unrecognizable.

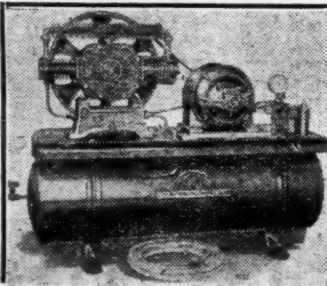
Battery Service

Evansville, Ind., Oct. 3.—The new battery service station building to be operated by Walter Berger will be ready for business about October 15. Berger, manager of the local Exide battery distribution and service station, will offer a "while you wait" service. The new station built especially for battery service needs is located convenient to the business district. It is the first instance here where a structure has been planned particularly for battery service.

Springfield, Ill., Oct. 3.—Robert A. Bailey, one of the best known radio and battery experts in Springfield, has joined the Striffler Electric Service Company as manager of sales and service.

Shop Equipment

CHAMPION COMPRESSORS



A new line of air compressors, known as Model N, has been announced by the Champion Pneumatic Machinery Company, 8164 South Chicago Ave., Chicago, to supersede its Model K line. Four models are made in this line: N-13, with a capacity of 3 1/4 cubic feet per minute, sufficient for average requirements; N-23-60, which is the same except that a 60-gallon tank is added; N-23, which carries a 1 h. p. motor and has a capacity of 4 cubic feet per minute; and R-70, which is a two-stage unit for use where requirements are not sufficient to necessitate installing one of the larger units. It has a slightly smaller compressor, tank and motor than the other three and delivers 2 1/4 cubic feet per minute.

Equipment on these models includes fan flywheel and clear vision oil gauge, filtering trap, check valve, safety valve, air gauge, automatic electric controller, automatic pressure unloader, belt and automatic belt idler, motor with adjustable sliding rails, tank, needle valve and 25 feet air hose with fittings and air chuck.

HEATER FIRM MOVES PLANT TO WATERLOO, IA.

Dubuque, Ia., Oct. 3.—The Waller Manufacturing Company of East Dubuque, Ia., which moved into its East Dubuque plant from Oelwein, Ia., about three years ago, has moved to Waterloo, Ia. The company has leased a portion of the Mason-Maytag plant at Waterloo, it was stated by Otis L. Waller, president of the company.

Accessory Sales Gain In Canton and Atlanta

CANTON, O., Oct. 3.—Although the auto accessories market has been "spotty" during September, an improvement was noted in the past week, a survey of the retail stores this week disclosed.

Demand for accessories has been largely dependent on the weather, retailers said. When fair weather prevails and motorists are using their cars, they buy accessories, but in rainy weather there is little demand.

In the past week there has been an unprecedented demand for auto blankets. One dealer reports the sale of forty blankets without even featuring them in his advertisements.

Dealers report sales brisk of Ford water pumps, with the next most wanted accessory the rear view mirrors. Luggage carriers have been big sellers, due to the exodus to the Southland, but sales of these now are slowing up.

Asked what effect the recent price cutting of motor cars had on the accessory business, dealers were unanimous that it had no effect. "A saving in price of the car, in most part goes for extras," said one dealer.

A survey of downtown stores revealed that shop windows are displaying everything in the accessory line and no particular items are given preference.

Stocks of all the larger stores are greater than a year ago, dealers said, to the increased number of new items coming out in recent weeks. More than 300 articles are available at one big accessory store here.

Opinion of a majority of retailers agrees that the advent of October means increased accessory business and that the remaining months will see uninterrupted sales.

Atlanta, Ga., Oct. 3 (U. T. P. S.).—Jobbers in Atlanta handling accessories and parts advise that sales during the latter part of September were unusually brisk, indicating that the retail dealer trades in all parts of the Southeast are apparently looking for a very active demand during the early fall months.

Sales the latter part of the month, in fact, were sufficiently large that September business as a whole was materially better than the corresponding month of last year. Sales the last week of the month seem to have averaged about 20 to 25 per cent. better than the corresponding week of 1924 with most of the jobbers.

As to the fall outlook, jobbers in Atlanta all are agreed that it portends the best accessory business in years, and they are particularly optimistic over the outlook for holiday business this year. They further state that recent price cutting in new car models does not appear to have had any serious effect on gross business.

As regards stocks, both dealers and jobbers appear to be carrying substantially heavier stocks than at this time last year, this situation, Atlanta jobbers advise, generally prevailing with the dealer and jobber trades all over the Southeast, principally in the larger cities such as Knoxville, Nashville, Atlanta, Memphis, Birmingham and Jacksonville.

COLLECT ROAD RULE DATA.

Chicago, Ill., Oct. 3.—The Great Central Motor Club, of which Congressman Frank R. Rend of Aurora, Ill., is president, is collecting official data on all motor vehicle laws, parking regulations and city village rules on the Illinois road system as one of the first steps in motorist service. It plans to publish and distribute a synopsis of all motor vehicle laws this fall.

NEW ACCESSORY SHOP

Milford, Mass., Oct. 3.—Green Stores Company has opened here with an extensive stock of automobile supplies and accessories at low prices. The concern operates a chain of these stores in Maine, New Hampshire and Vermont.

Chemical Co. Gives School Laboratory

Houston, Tex., Oct. 3.—The Texas Chemical Company, located at Harrisburg, a suburb of Houston, extensive manufacturers of electrolyte, battery acid and other acid chemicals, has presented the new Houston High School a complete chemical laboratory to cost approximately \$3,000. In making the presentation President S. Peiser said: "If we can get one student who is really well trained along scientific lines we shall feel repaid for all that we have put into it."

Tow Car Men Object to Law Ruling Carriers

Portland, Ore., Oct. 3. (U. T. P. S.).—Authority of the Oregon State Public Service Commission to apply the provisions for regulation of for-hire-cars and common carriers to the tow-car business was challenged in a suit filed in the Multnomah County Circuit Court this week by the Covey Motor Car Company, the Fashion Garage and the Franklin Garage. The suit, which asks for a permanent injunction restraining the commission from including tow-cars in applying the act, named the members of the commission as defendants.

The complaint filed declares the act to be unconstitutional, in that it forces the operators of tow-cars to engage in business as common carriers against their wishes; that it interferes with interstate commerce because a large part of the business consists of handling wrecks and disabled cars on the highways of both Oregon and Washington and also because it interferes with the liberty and right of the operators to conduct a private business and enter into private contracts.

REGISTRATIONS SHOW CAR TO EACH FAMILY

Hartford, Conn., Oct. 3.—There were 237,324 motor vehicles registered in Connecticut on August 1, which statistics show that practically every family in the state has an automobile or motorcycle. Motor vehicles sold at a list price of \$800 or less were responsible for 139,807 of the 224,771 registrations in Connecticut in 1924, as nearly as can be approximated. There were only 5,395 cars in Connecticut in 1924 classed as having a list value of \$2,500 or more. The remainder of the machines cost between \$800 and \$2,500.

DAVIS TO MOVE

Chicago, Sept. 29.—Negotiations have been completed whereby the Davis Motor Sales Company will take possession of the headquarters at 2330 Michigan Ave., now occupied by Harris & Rodgers, used car dealers, on November 1. The Davis company is now located at 2534 Michigan Ave. The latter premises will be taken by the Hampson-Board Motor Company, Case dealers, now located at 2515 Michigan Ave.

USED CAR SALE

Los Angeles, Cal., Oct. 3.—The W. P. Herbert Company, distributors for Chandler and Cleveland cars in Southern California, held their annual used car sale last week at their show rooms.

URGE LICENSED REPAIR SHOPS

St. Louis Association Would Eliminate All But Established Men

ST. LOUIS, Oct. 3.—A plan to reduce the number of automobile repair shops in St. Louis by compelling all such shops to pay a city license has been approved by the Associated Automobile Service Companies of St. Louis.

An ordinance to be introduced into the Board of Aldermen of St. Louis, providing for such a license, is now in preparation.

"About 500 automobile repair shops are now in operation in St. Louis," said J. C. Thorpe, manager of the association. "The number of such shops that are making a proper profit can practically be counted on the fingers of your two hands. These firms have adequate buildings equipped with machinery necessary for doing the work. If the mechanics who operate these unprofitable shops gave them up and again became mechanics in the large shops, they would greatly increase their net income and at the same time the properly equipped shops would be able to show larger returns."

"Such a movement would also be in the interest of the automobile owner. His work would be properly done with modern labor-saving devices at a proper price by a responsible firm that would correct any defects that developed in the repairs. These small so-called 'alley shops' are started by mechanics who, because they have a reasonable knowledge of the mechanism of the automobile, believe they can conduct their own business. They leave their employer, taking with them as many of their employer's customers as they can. They have no capital, keep no accounts and live hand to mouth until they pass out, and meanwhile they damage the business on which they depend for their livelihood."

STEEL PRODUCTS CO. IS ORGANIZED AT ALLIANCE

Alliance, O., Oct. 3.—Organization of the Alliance Steel Products Company was effected at a stockholders' meeting with the election of the following directorate: David Kendall, Homer Kendall, P. S. Bottomley, F. E. Henry and Frank Andrews.

Officers were elected as follows: David Kendall, president; Homer Kendall, vice president and P. S. Bottomley secretary and treasurer. Work on the first unit of the plant will be started this week. The building will be of all steel construction 70x100 feet. A temporary office building will also be started. The concern will manufacture pressed steel forgings for the automotive industry.

BOCK BEARING COMPANY OPENS EXPORT OFFICES

Toledo, Oct. 3.—The Bock Bearing Company, through its general manager, Robert J. Clingan, has announced the opening of an export office at 44 Whitehall St., New York city, in charge of W. B. Cameron.

"Unprecedented growth of our business in the foreign field necessitated the opening of the export office," Mr. Clingan said. "We have foreign connections with the British Bock Bearing Company, Ltd., with factory at Glasgow and sales quarters at London; a working arrangement with Fried Krupp in Germany, and we have agents in France, besides numerous smaller connections throughout Europe."

START NEW GARAGE

Ashland, Ore., Oct. 3 (U. T. P. S.).—A. L. Lamb and associates of Ashland have commenced the construction of a \$50,000 garage building.

LOUISIANA PREPARES TO PASS LEGISLATION RULING HEADLIGHTS

Baton Rouge, La., Oct. 3.—The Louisiana Highway Commission is making a study of headlight regulations in force in other states and in the larger cities, with a view to outlining a program to be recommended when the state Legislature meets next spring.

The present Louisiana law simply requires cars to have adequate headlights, which the enforcement division of the highway commission has interpreted to mean focused, of sufficient strength, and so adjusted that the rays shall not be more than forty-two inches above the ground at a distance of forty feet.

Accessory News

Goodyear Floor Mat

Unusual opportunity is afforded Goodyear service stations for larger accessory sales in the three types of Goodyear No-Draft mats for foot pedals and emergency brake handles for Fords and Chevrolets. The Goodyear No-Draft mats fit snugly around the foot pedals and emergency brake handles excluding air, fumes and dust. With the approach of winter they are exceptionally interesting to the motorist desiring comfortable winter driving.

The mats are easy to apply and are made for Fords with three slots for the foot pedals and a separate mat for the brake handle; for Chevrolets, also in a two-piece set and in a single complete floor mat for Fords.

The new Goodyear complete floor mat for Fords has a distinct advantage over the ordinary type of rubber mat in its no-draft feature. The wool lined slots fit around the pedals and brake handles so that there is no chance for any drafts to come through the completely covered floor. Made of rubber that will wear long and not harden, the complete Ford mat does not crack or split like the ordinary type of floor mat. In addition, these mats lie close to the floor and fit around the edges in a clean-cut manner, adding greatly to the comfort and interior appearance of the car.

Berlin, Oct. 3 (By U. T. P. S.)

—The German Badische Works said to have discovered an anti-knock compound different from the ethyl gas which was experimented with in the United States last year, in that iron is introduced instead of lead. The advantages are said to be equivalent to the fuel produced in America.

COURT ORDERS GARAGE TO PAY LIFE LIABILITY

Lincoln, Neb., Oct. 3.—Liability of a garage owner under the workmen's compensation act was argued before the Nebraska Supreme Court last week in a case that promises to have wide effect among garage operators of the state. W. F. Rankin & Sons, York, garage operators, have been ordered to pay Rae H. Pierce an employee, \$15 a week for 350 weeks and \$12 weekly for the remainder of his life as the result of carbon monoxide poisoning. Pierce is 31 years old and, on the basis of his life expectancy, the award amounts to \$20,000. The question before the Supreme Court is whether or not the poisoning is an occupational disease from which many mechanics suffer and therefore not an accidental injury.

PLAN \$250,000 GARAGE

St. Louis, Mo., Oct. 3.—Ground has been broken for a monster garage covering an acre and a half of land, to be erected for the People's Motor Bus Company. The company takes over the plant, when completed, on a twenty-year lease. The building will cost \$250,000 and will be financed by the George T. Burdeau Company. It will be ready for occupancy some time in the late winter or spring.

Plummer Leaves Tide Water Oil Co.

New York, Oct. 3.—John F. Plummer has resigned as president of Tide Water Oil Sales Corporation. It was announced here today. F. Bailey Vanderhoef, general sales manager and a director of Tide Water Oil Company, was elected to succeed him. F. H. Dickison, director and sales manager, was appointed vice-president and general manager. Mr. Vanderhoef has been connected with Tide Water Oil Company since 1917. Mr. Dickison's association dates back to 1914.

The Tide Water Oil Sales Corporation is the organization through which are marketed Tydol Economy Gasoline, Vedol Motor Oils and Greases and other petroleum products.

GAS TAX \$67,000

Austin, Tex., Oct. 3.—Gulf Refining Company of Houston in August sold 10,755,700 gallons of gasoline for use in Texas, according to the \$105,557 check for gasoline sales tax at one cent per gallon, paid Thursday to Controller S. H. Terrell. The Texas Company paid a total sales tax of \$67,000 on August gasoline.

BUILD \$30,000 GARAGE

Multnomah, Ore., Oct. 3 (U. T. P. S.).—Work has been started on a garage building to cost \$30,000 by Herman Nelson.

Buffalo Water Is Good for Batteries

Buffalo, Oct. 3 (U. T. P. S.).—That Buffalo autoists don't have to use distilled water in their batteries was claimed today by John Nestor, a local analytical chemist.

"The ordinary city water of Buffalo is 95 per cent. as good as distilled water for battery purposes," he says. Chemical analysis performed by Nestor showed that the city water is lacking in mineral salts harmful to batteries, especially in iodine salts, which are present in the city water of almost every other city in the country, he said.

NEW 300-CAR GARAGE OPENED IN WATERBURY

Waterbury, Conn., Oct. 3.—The Connecticut Garage has announced the opening of a new 300-car garage. A special feature of this new garage is that it is divided into three separate departments, one for passenger cars, one for trucks and one for dead storage.

ACQUIRE PROPERTY

Chicago, Oct. 3.—The Ahlberg Bearing Company has acquired the property at 321 East 21st Street from C. J. Bender for an indicated \$81,000, subject to \$24,000.

SELL BIG GARAGE

Belvidere, Ill., Oct. 3.—Andrews & Beckington have sold the Triangle garage, on Logan Avenue, to Franklin W. Bauer, Rockford real estate man, for \$50,000, one of the largest realty deals in the city in many months. The building is 64x200 feet and is reputed one of the largest and best equipped garages in this section of the state. Possession will be given November 1.

FOUR WHEEL FORD BRAKE

San Francisco, Oct. 3.—A four-wheel brake for Fords and other light automobiles, invented by Clyde J. McNerny, has been placed on the market in San Francisco. The brake is so arranged that the pull is directly over the steering-knuckle pin, with qualification on all four wheels, and this enables the driver to stop suddenly, even on slippery pavements, the inventor claims.

MUST POST PRICES

Madison, Wis., Oct. 3.—All oil stations in Wisconsin must be provided with uniform signs for the display of their gasoline prices, according to an announcement by the Department of Markets here. The move is said to meet with the approval of oil jobbers. All filling stations will be provided with a standard type of frame for their price signs, which are required under the publicity order of the department to prevent unfair competition by secret discounts or rebates. The uniformity of posting will provide easier supervision for the department, it was announced.

The car which
dealers love to sell
to men who really
know fine cars
and superior
performance

HUPMOBILE
EIGHT



Bus Transportation Helps To Drive Out Illiteracy

SPOKANE, WASH., Oct. 3 (U. T. P. S.).—Transportation agencies of all kinds are more than ever before this year seeing the success of motor bus transportation, both passenger and freight, in the Northwest.

The Union Pacific Railroad, following the example of several large Eastern carriers, has established its own auto stage line, supplanting one of its regular daily passenger trains.

In the orchard vicinity near here 151,000 boxes of apples, valued at \$450,000, are being marketed by motor trucks, that territory not being served by other modes of transportation. In such cases steam line officials are expressing extreme approval, while they themselves are carefully observing the financial success of the operation.

Apples are only one of the products being moved extensively this year by motor truck, as large lumbering concerns here are hauling their logs to local mills from nearby forests. In the wheat section, trucks and trailers are replacing horses in wheat movements. The modern mode of movement makes it possible for wheat crops to be moved in approximately half the time formerly required by teams.

State, county and district school authorities have put their stamp of approval on the use of district motor buses for the collection of children to and from school. Mrs. Josephine Corlis Preston, state superintendent, states that "Washington has less illiteracy because of its improved highways and motor bus system in the schools. The old time difficulties of getting the children to school no longer exist with us since development of our highways and the coming of motor transportation."

Thumbs Down on Buses as 'Feeders'

Chicago, Oct. 3.—Motor buses as feeders to the surface lines here appear to be doomed, according to a report on surface line extension given to Mayor Dever by Corporation Counsel Busch. The attitude of the Illinois Commerce Commission is not favorable to buses as feeders to surface lines, states the report.

The installation of bus lines on Diversey Boulevard between Crawford and Laramie Avenues, planned to take the place of the extension of the surface lines in that location, has been held impracticable.

The report from Mr. Busch also contained information on other extensions of bus lines ordered by the city council for construction during this year.

MOTORIZE SERVICE IN BEAVER, PA.

Beaver, Pa., Oct. 3.—C. D. Smith, general manager of the Beaver Valley Motor Coach Company, New Brighton, Pa., has announced that with the discontinuance of street car service between Ambridge and Leetsdale by the Beaver Valley Traction Company, of which he is also general manager, motor coach service is to be started. This is another step in the gradual motorization of the transportation system of the Beaver Valley Traction Company.

SEEK PERMITS

Millbury, Mass., Oct. 3.—Application for bus licenses have been received by the Board of Selectmen from the Interstate Line, which operates between Worcester and Whitinsville and from the Carlstrom Bus Line, which operates from Worcester to Grafton. The selectmen have taken both applications under consideration.

STEADY PRODUCTION

Evansville, Ind., Oct. 3.—Production at the local Graham Brothers plant continues at about 40 trucks a day, according to J. A. Merchant, manager. No changes are contemplated in truck construction, Merchant said.

Bus Activities

OPPOSE BUS SERVICE

Wilmington, Del., Oct. 3.—A vigorous fight has developed over an attempt being made by the Peoples Rapid Transit Company to establish a passenger bus service between Wilmington and Philadelphia. The company proposes to operate de luxe buses, each with a capacity for thirty-three passengers, between the Hotel du Pont, Eleventh and Market Streets, in the heart of Wilmington, and the Bellevue-Stratford, Broad and Walnut Streets, the heart of Philadelphia.

INTERCITY LINE

Springfield, Ill., Oct. 3.—The St. Louis-Chicago bus line is now in operation. Daily service is given between St. Louis, Springfield, Bloomington and Chicago. A bus leaves both terminals at 8 a. m. and arrives at its destination at 7.30 p. m. A stopover of 30 minutes is made in Springfield each way.

\$375,000 TERMINAL

San Diego, Cal., Oct. 3.—Construction will start within the next few weeks on a new terminal and hotel building to be owned by the Pickwick Corporation, which already serves the traveling public in San Francisco and Los Angeles. This terminal will be the finest structure of its kind in America, according to bus transportation men, and will cost approximately \$375,000.

NEW HEADQUARTERS

Richmond, Va., Oct. 3 (U. T. P. S.).—The Studebaker Company has created a new bus division with headquarters at Atlanta, Ga., and H. F. Tasker, for the last four years their representative in Little Rock, Ark., has been appointed special representative for the section. Headquarters will be located at the factory branch in Atlanta, with supervision over eight Southern states.

SEEKS BUS PERMIT

Butler, Pa., Oct. 3.—The Butler Railways Company, through Manager R. E. Sprengle, has made application in Harrisburg for a certificate of public conveyance to operate buses between this city and East Butler, a distance of three miles, where the Corona Tire plant is located. The contract has been let for an improved road to connect East Butler to the Butler-Kittanning Highway.

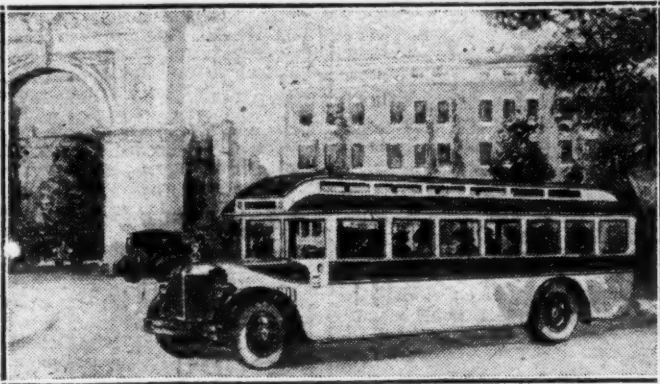
STUDY ELECTRIC FIELD

Los Angeles, Cal., Sept. 30.—Ralph S. Lane, president of the United Motors Service, with general offices at Detroit, Mich., accompanied by D. M. Sweeney, field supervisor, arrived in this city yesterday on an inspection tour to determine at first hand existing field conditions of Delco, Klaxon and Remy electrical equipment. From observations already made they feel that it will be possible to formulate 1926 policies and sales plans more logically providing for greater accessibility of specialized service for motorists.

VICTOR MOTORS, INC., REMOVES TO NEW PLANT

St. Louis, Oct. 3 (U. T. P. S.).—Victor Motors, Inc., motor truck and motorbus manufacturers of this city, has removed from the plant at 28th and Locust Streets to its new plant in the industrial district of East St. Louis, about a mile east of the terminus of the approach to the passenger deck of the Free Bridge. The two-story building at 28th and Locust Streets will in future be devoted to sales and service of Victor trucks, according to factory officials.

TILLING-STEVENS GAS-ELECTRIC BUS to be exhibited by Gray Manufacturing Company of Detroit before the American Railways Association in Atlantic City this week. The bus is of English design and is used extensively in England and Canada.



Bus Convention Plans Completed

Columbus, O., Oct. 3.—Officials of motor bus associations in Michigan, Indiana, Kentucky, West Virginia and Pennsylvania will take part in the state convention of the Ohio Motor Bus Owners' Association, which will be held in Cleveland, October 14-15, according to an announcement made today by C. J. Randall of Columbus, secretary of the Ohio organization.

It is expected that more than 300 Ohio bus operators will attend the convention, representing every county in the state. A feature of the convention will be visits to the various bus and body manufacturing plants in Cleveland.

Among the speakers will be Manager W. A. Hopkins, Cleveland; H. H. Moore, Cleveland-Warren-Youngstown Stage Company; George P. McCallum, Detroit, president of the Michigan Highway Transportation Association; Senator Joseph R. Gardner, Cincinnati; Senator L. G. Collier, Cleveland; Representative Samuel I. Lipp, Cincinnati; former Representative C. H. Freeman, Ada; Clarence J. Brown, Blanchester, former lieutenant governor; Thad H. Brown, secretary of state, and Cyrus Locher, director of the Ohio State Department of Commerce.

Hearing Soon on 5-Cent Bus Line

Buffalo, N. Y., Oct. 3.—Mayor Schwab has been authorized by the Buffalo City Council to ask the Public Service Commission to hold the forthcoming hearing on the matter of giving Ernest M. Howe permission to operate five tent buses in this city instead of Albany, as scheduled.

At the same time formal application was filed with the Public Service Commission at Albany by the Buffalo Bus Corporation, of which Mr. Howe is president. It is expected that action on this application will be taken in a few weeks. Mr. Howe entered into a contract with the city to provide a five cent bus service two months ago.

The petition will be opposed by the International Railway Company, which operates electric cars and buses in this city.

SHIP-AND-TRUCK SERVICE TESTED IN NO. CAROLINA

Richmond, Va., Oct. 3 (U. T. P. S.).—Ship-and-truck service, now in its experimental stage in North Carolina, promises to be a success, New Bern and Kingston reports indicate. Freight from Philadelphia, Baltimore and Norfolk, hauled in steamers to New Bern, is transferred to trucks for the short run from the lower Neuse port to Kingston. A number of Kingston merchants are giving the service a tryout. It is believed freight from Baltimore can be delivered in Kingston as quickly by these means as by rail.

Urges Electric Bakery Trucks

Chicago, Oct. 3.—The Walker Vehicle Company, manufacturers of electric trucks, concluded a three-day sales convention at the Wedgewood Hotel Wednesday. The conference, which started on Monday, was attended by delegates representing every branch where Walker vehicles are sold.

The opening address on Monday was delivered by G. A. Freeman, vice-president. C. A. Street, general sales manager, followed, explaining to the delegates that the purpose of the meeting was to discuss means of selling trucks, means of finding prospects and general sales conditions.

Tuesday morning speakers from outside the organization had the floor.

In the afternoon Peter G. Pirrie, associate editor of Baker's Weekly, told of his past six months' study on methods of bakery delivery. He said that in his opinion the electric truck was most economical and useful for bakers' delivery, as it is necessary to have a truck suitable for short stops close to each other, and not for long or heavy hauling.

Among those attending the meeting were J. J. Canaden of Los Angeles; A. M. Batsmer, Cincinnati; P. C. Whiting, eastern district manager, New York; C. R. Brooks, New Orleans; E. R. Wall, Birmingham, and Hugh Chambers, Montreal.

TO UTILIZE BUSES FOR GOODWILL TOUR

Des Moines, Ia., Oct. 3 (U. T. P. S.).—Contracts have just been closed with the Des Moines and Central Iowa Transportation Company, for five large parlor type of buses to be used in the Central Iowa Good Will tour made by the young men's division of the Chamber of Commerce. About 150 men will form the personnel of the tour and they will use Mack buses of latest design, carrying about twenty-five men each. This will be the first motor bus tour of this sort ever made in this state.

AUTO CAPITAL INVESTED

Jackson, Miss., Sept. 30.—Capital invested in the automobile industry in Mississippi from October 1, 1923, to October 1, 1925, totals \$1,465,500, according to figures given out by Secretary of State Joe Power. The amount invested was fifth in the list, building and loan associations being first, manufacturing concerns second, lumber companies third and railroads fourth.

NEW PORTLAND MANAGER

Portland, Me., Oct. 3.—H. J. McKinnon has been appointed manager of the Portland branch of the Mack Motor Truck Company, at 4 York St. Previous to Mr. McKinnon's appointment as direct branch manager he had charge of the Portland office, which was then a sub-branch.

TRACTOR SALES IN SOUTHEAST GAIN STEADILY

ATLANTA, GA., Oct. 3 (U. T. P. S.).—Power farming equipment and tractor sales by the larger distributors in the Southeast experienced another remarkable sales gain during August, according to the monthly business review for that month issued by the Federal Reserve Bank of Atlanta.

The gain in sales during August, 1925, was substantially 50 per cent. over the corresponding month of last year, making the third successive month that sales have exceeded by 50 per cent. or more the same month last year, and the sixth successive month that sales have been 35 per cent. or more over the same month in 1924.

For the first eight months of this year—January to August inclusive—the average gain in sales has been about 40 per cent. over the same eight months in 1924, and it is now certain that 1925 business will be the heaviest it has ever been in the history of the power farming equipment and tractor business in the South.

The Atlanta bank compiled its report from detailed data received from seven of the largest distributors and factory branches, handling a majority of the tractor and farm equipment and implement business in the southeastern states.

Trolley Company Gets Bus Permit

Indianapolis, Oct. 3 (U. T. P. S.).—The Public Service Commission of Indiana has granted four permits to the Indianapolis Street Railroad Company to operate two feeder and two through bus lines in the city of Indianapolis, and refused certificates for four new routes to the Peoples Coach Company, which operates several independent city bus lines.

A. Smith Bowman, president of the Independent Peoples Motor Coach Company, this morning said that he felt his interests were not very badly hurt by the apparent adverse decision, as his several lines are not in direct competition with the added bus lines to be started by the street car company.

MILWAUKEE AWAITS TAXI CUT RATE WAR

Milwaukee, Wis., Oct. 3.—A cut in taxi rates by one company operating in Milwaukee is expected to be the signal for similar action by other lines operating in this city. A reduction of 10 cents a mile, effective October 5, has been announced by the Diamond Cab Company. While no announcement of similar action has been made so far by other companies, it is anticipated that other lines will meet this reduction.

The rate prevailing at the present time is 30 cents for the first quarter mile, and 10 cents for each additional quarter mile.

2 1/2 PER CENT. DIVIDEND

Lansing, Mich., Sept. 30.—A dividend of 2 1/2 per cent. has been declared by the Federal Drop Forge Company, payable on stock of record September 25. This brings the total dividends paid this year to \$1.50 a share. This company makes principally automobile forgings.

TO HANDLE McLARENS.

Buffalo, Oct. 2 (U. T. P. S.).—H. R. Simpson, local battery maker and distributor, has secured the distribution representation for McLaren tires in Buffalo and the eight counties surrounding.

American Tires Gaining Firmer Foothold Abroad

Special A. D. N. Washington Bureau

WASHINGTON, D. C., Oct. 3.—American tires are enjoying a reputation for good quality, and the dealers handling them are more active in developing their market, according to a report to the rubber division of the Department of Commerce.

Prices have been increased from 10 to 15 per cent. in Mexico, and one price is quoted for all the leading makes represented here, according to an agreement by all dealers handling these brands. A uniform dealers' discount is allowed by all of 8 per cent. in thirty days, with an additional 3 per cent. at end of year on confidential prices, which range from 15 to 20 per cent. lower than above. A new make has recently been introduced on the local market. It is of domestic manufacture, and is sold under the trade name of "Popo."

Thought Michelin and Dunlop rank second and third, respectively, in order of individual sales in Argentina, American tires are holding the market, and the foreign makes are not in position to cut prices. All tires are quoted at a uniform price according to agreement among dealers. Prices have been advanced considerably during the past quarter.

The past three months witnessed unusually heavy sales of automobile tires in Bolivia, due largely to anticipation of the first centennial of the independence of Bolivia, which is being celebrated this month. Although European tires are imported into Bolivia in considerable quantities, American tires are the most popular and are dominating the market.

A preference is shown in Brazil for Michelin tires. Dunlop ranks second in order of sales. American tires need local advertising in order to enable them to gain a stronger foothold in the Pernambuco market.

According to a telegram from Commercial Attache Jackson, Havana, tire prices were increased in that city September 12 as follows: Ford size high pressure castings, 5 per cent.; Ford size, balloon castings, 13; other passenger car high pressure and balloon castings, 20 per cent.; pneumatic truck castings, 20 per cent.; interchangeable balloon castings, 5 per cent.; Ford size high-pressure tubes, 6 per cent.; Ford balloon tubes, 45 per cent.; 4-inch high-pressure tubes 25 per cent.; 4½-inch high-pressure tubes, 20 per cent.; 5-inch high-pressure tubes, 30 per cent.; balloon tubes, 33 per cent., and truck tubes, 20 per cent.

In considering the tire market in Honduras note should be taken of the fact that there are no railroads. Nearly all freight comes to Tegucigalpa from San Lorenzo by automobile trucks. Practically all travel is by automobile on the main highways. Tires are sold for commercial use only, as there are no passenger cars.

The Michelin agent went into this district a short time ago and stated that he would sell tires at 15 per cent. less than American tires, regardless of price. An agency was finally placed with an important transportation company, who are now trying out the tires. If satisfactory, they will continue the agency.

Conditions are favorable for American tires in Athens, Greece, owing to the introduction of balloon tires and the sales of American cars in Greece, and the inability of the more important European competitors, who supply the market with straight-side balloon tires only in size 29x4.40. Michelin is the most important competitor of American tires.

The Dunlop tire, by virtue of its thorough selling organization and sentimental support, is easily the best selling tire in Cape Town. The recovery of sterling exchange has also greatly improved the prospects for American tires.

Balloon tires are gaining popularity in Manchuria, and efforts are being made by American tire dis-

BUFFALO TIRE MARKET HEALTHY

Buffalo, N. Y., Oct. 3.—Tire sales among the distributors are holding steady and in some instances running ahead of normal. The market is healthy and the public does not seem to have suffered any adverse reaction on account of the upward tendency of prices.

Sales of balloon tires seem to be running about 50-50 with those of high pressure pneumatics, although in some cases more balloons are being sold than of the old type.

Pollard & Co., general distributors, report sales of balloon tires about 70 per cent. of total volume. This company's sales last week were higher than the preceding week.

Samuel Whinihan of Whinihan Bros. & Co. is satisfied with the present business and says that tubes are selling much better than last year.

Rollin J. Strong reports business running strong as it has for several months.

The general expectations are that the fall will develop an unusually strong business on tires for trucks and commercial cars.

COST SAVING IDEA NETS EMPLOYEE \$500

Akron, O., Oct. 3.—Otto B. Stelzer of Akron is \$500 richer today than he was yesterday simply because he had an idea worth something to the Firestone Tire and Rubber Company.

Stelzer, an employee of the mechanical storeroom of the Firestone rim plant, evolved a plan to save cost in production of a certain type of rim. The idea was presented to the Firestone suggestion board, composed of several factory executives and engineers, and found good. Hence the \$500.

WHIGAM WILL MANAGE KEATON TIRE AND RUBBER

San Francisco, Oct. 3.—James E. Whigam, former tire builder of Akron, O., has been named manager of the Keaton Tire and Rubber Company of San Francisco. He is a prominent member of the Lions Club and is being given a hearty welcome to San Francisco.

"PLENTY OF LUCK"

Indianapolis, Ind., Oct. 3.—Twice saved from death by what he calls "plenty of luck," Charles S. Solar, Indianapolis boy, who was a mechanic on the ill-fated Shenandoah, is ready to again take the air in a dirigible, preferably the Los Angeles. Solar is visiting his relatives here while on a leave of absence. He was relieved from his post on the Shenandoah just fifteen minutes before the fatal crash, and later he found the crushed body of the man who relieved him.

tributors to exploit the market in this direction. Several representatives of American automotive and tire manufacturing concerns have visited this district with a view of studying the present and future prospects of the market. The outstanding conclusion reached by most of these is that the market for these products does NOW and will in the future largely depend upon the establishment of one or more efficient service stations.

WOULD SELL PLANT

Los Angeles, Cal., Oct. 3.—The Reilly Rubber Company, manufacturer of tubes, has announced that its large plant is on the market. The reason given for disposing of this successful plant is the retirement of J. R. Reilly, president and sole owner.

HIGH TIRE OUTPUT

Newark, O., Oct. 3.—Twenty-five hundred tires daily are being turned out by the Pharis Tire and Rubber Company in this city. The record is said to set a new high mark in the history of the industry here. Eight hundred men are employed by the company.

OPENS SERVICE STATION

Altoona, Pa., Oct. 3 (U. T. P. S.).—Robert E. Witt, a veteran in the automobile business in Juniata borough, near here, first as the proprietor of the Dort-Apperson Service station and then as the owner of the Juniata Motor Company, has opened the new Juniata Service station, dealing in gasoline, oils and accessories.

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DAILY MARKET QUOTATIONS ON AUTOMOTIVE MATERIALS AND SUPPLIES
NEWS OF INTEREST TO MANUFACTURERS, JOBBERS AND DEALERS
NEW FINANCE, ACCOUNTING, PURCHASING AND TRAFFIC IDEAS
TABLOID REPORTS OF SALES THROUGHOUT THE COUNTRY
NEW CAR AND TRUCK REGISTRATIONS IN EVERY STATE
PARTS, TIRE AND ACCESSORY INFORMATION
CHASSIS AND BODY DESIGNING
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STATES GET BIG GAS TAX RETURNS

Receipts From All Parts Of Country Boosting Road Funds

Topeka, Kan., Oct. 3.—Distribution of \$749,999.73 to the road funds of county treasurers of this state has been made by Carl White, state treasurer, as a result of the first six months of the new gasoline tax law. On October 1 White placed \$300,000 as the disposal of the state highway commission, enabling it to pay off the \$80,000 borrowed by Gov. Paulen in order to continue operations of that body so as to secure more than \$3,000,000 in Federal aid. The tax money is being distributed on a 60-40 basis, 40 per cent. of the total collections going to the counties on an equal basis and 60 per cent. being distributed in proportion to the assessed property valuation of each county.

Austin, Tex., Oct. 3.—One cent gasoline tax payments by five principal refiners of Texas totaled \$315,887 on August sales, according to remittances to Controller S. H. Terrell. This represented a drop of \$277 from July taxes. Payments were: Gulf Refining Company, \$107,513; Texas Company, \$70,507; Magnolia, \$79,874; Pierce Petroleum Company, \$35,598, and Humble Oil and Refining Company, \$22,514.

Columbus, O., Oct. 3.—Reports for August, just compiled, show that gas taxes of \$1,173,125.40 were certified for collection from 500 Ohio dealers in gasoline, who distributed 58,656,270 gallons. A few reports are still out and these may bring the total to more than 60,000,000. Of this money 45 per cent. goes to the state for improvement of highways; 25 per cent. is divided equally among the eighty-eight counties of the state for road purposes, and 30 per cent. goes to cities and villages on the basis of the number of automobiles in the respective taxing districts.

Richmond, Va., Oct. 3 (U.T.P.S.).—An increase of \$43,992.23 over August of last year was received from the gasoline tax last month, according to figures just made public by Gov. E. Lee Trinkle. The total received from the gas tax in August was \$393,680.03, as against \$349,687.70 for the same month last year. The August receipts were about \$14,000 more than the total collected in July, when the state received \$379,095.25 from the tax on gas.

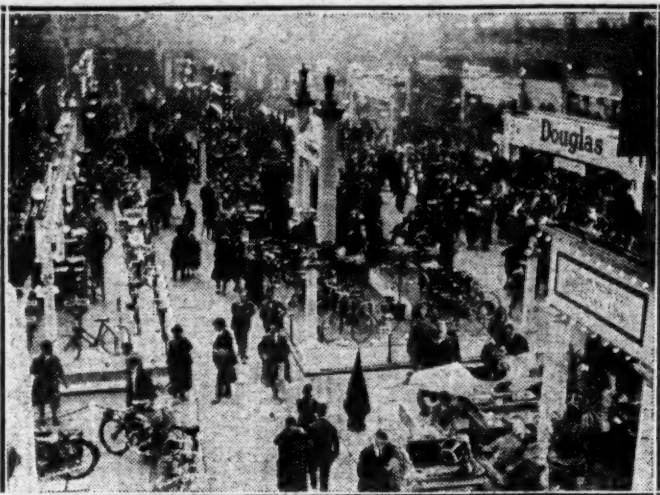
Raleigh, N. C., Oct. 3.—An increase of \$117,196 over August of last year was shown in automotive revenue collections for August, as announced by the state Department of Revenue today. The total was \$896,954.46. Of this the gas tax supplied \$510,085.12, licenses \$372,834.34 and title fees \$14,035.

Automotive Ass'n of Pa. Ready for Annual Meet

Pittsburgh, Pa., Oct. 3.—Speakers of national prominence in the automotive industry are scheduled to address the sessions of the fifth annual business convention and frolic of the Pennsylvania Automotive Association, which will be held here at the William Penn Hotel October 12-14. Those in charge have arranged a program which promises to be the most remarkable in the history of the organization. President E. T. Satchell will preside and officially open the convention on the morning of the first day with a general outline of the program.

Among the first day's speakers scheduled are G. G. McFarland, B. G. Eynon, Pennsylvania state motor vehicle registrar; E. S. Jordan, Cleveland, O.; S. R. Mogge, merchandising director Auto Equip-

MANY VARIETIES of machines were shown at the annual Olympia Cycle and Motorcycle Exposition held recently in London. Picture below gives a general view of the stands.



Underwood & Underwood Photo.

Pennsylvania Title Law Reduces Theft of Cars

PITTSBURGH, PA., Oct. 3.—The Pennsylvania automobile title law has brought about a gratifying reduction in the theft of cars in this state, according to H. L. Mason, Jr., president of the Automobile Club of Pittsburgh, who is responsible for a campaign to have a similar title law enacted in every state of the union.

The gain in gas tax collections is \$111,213.09. This levy was increased from 3 to 4 cents a gallon, effective last April 1.

Olympia, Wash., Oct. 3.—The Standard Oil Company has paid the state of Washington \$153,870.98 as the state's gasoline tax on 7,393,466 gallons sold during the month of August. This payment, the largest ever made in this state by any one company for a single month's business, is estimated by automobile authorities to have been sufficient for 118,295,456 miles of travel for an average car traveling over the general run of roads in Washington.

Providence, Oct. 3 (U. T. P. S.).—Treasurer General Jennings today stated that he believed \$300,000 will be the total revenue derived by the state from the gasoline tax of one cent a gallon imposed by the last Legislature. All of this money will be turned over to the Board of Roads to be used in the construction of a system of secondary highways as part of the main highway trunkline system of the state.

Des Moines, Ia., Oct. 3.—The Iowa gasoline tax revenue for July totaled \$502,614.01, according to figures from the office of Ray E. Johnston, treasurer. Of this amount \$328,000 goes to county road funds and \$164,000 to primary roads.

According to Mason it is believed that the decrease of theft is due in no small part to the requirements of title registration, which makes it too difficult for the thief to dispose of cars.

The American Automobile Association is endeavoring to have the title law enacted with some degree of uniformity in every state and if this can be accomplished it is believed that the illicit interstate traffic in stolen automobiles will be stopped.

Mason urges that all motorists make a list of identifying marks on their cars, so that in event of theft the police can be given a good description.

TOLEDO AUTO TRADES ASSN. ELECTS DIRECTORS

Toledo, O., Oct. 3.—At a gathering of the Toledo Automotive Trades Association in the rooms of Commerce Club recently new trustees for the coming year were elected.

Among them were: C. A. Van Dusen of the Auto Repair and Machine Company, representing the electrical and battery division; Charles E. Doan of the Doan Motor Company, representing the passenger car division; John Hupman of the International Harvester Company, truck division; George Bender of the Union Supply Company, jobbers and accessory division; Burt Sage, garage and repair division, and T. J. Cooper, secretary, were re-elected. President Paul M. Jones of the association presided.

ENGLAND PLANS NATIONAL OMNIBUS OWNERS ASSN.

London, Oct. 3 (By U. T. P. S.).—A special meeting will be held in London during the period of the Olympia Transport Show (October 29 to November 7) for the purpose of forming a National Association of Omnibus Owners.

It is thought that the formation of a strong central organization will do much to stabilize a rapidly growing business.

RULES ON TAX

Sacramento, Cal., Oct. 3.—Attorney General U. S. Webb ruled that cars equipped for workmen who carry tools in a box do not have to pay the tax on cars "designed primarily for the transportation of property."

RHODE ISLAND PLANS AUTO LAW

Board of Roads Draws Drastic Bill for Next Legislature

Providence, R. I., Oct. 3 (U. T. P. S.).—A drastic motor vehicle law will be drafted by the state Board of Roads for submission to the next General Assembly, members announce. Some of the changes to be incorporated in the bill that the Rhode Island legislators will consider are as follows:—

Every car must be equipped with either a hand or power windshield wiper;

No device for making a noise which is worked by attachment to engine cylinders or muffler will be permitted;

No siren, horn or whistle similar to those used by the police, fire or hospital cars will be allowed on a car, truck or pleasure;

Passing trolley cars on the left except on one way streets will be prohibited;

Towing will be permitted only when absolutely necessary and then a rope or cable not more than 15 feet long may be used;

No car may be operated that has an obstruction that interferes with the vision of the driver;

All cars parked on public highways must be equipped with locks to prevent them from being set in motion by unauthorized persons.

Many of the recommendations have been approved by the state association of police chiefs and by insurance companies.

Appeal Decision In Neb. Gas War

Lincoln, Neb., Oct. 3.—The legal right of a municipality to enter competitive business will be decided in Nebraska when the state Supreme Court meets for its November term.

The higher tribunal will hear the appeal of the Standard Oil Company in its suit to obtain a permanent injunction closing the municipally owned gasoline filling station in Lincoln. The oil company lost its suit in lower court.

The municipal station is selling gasoline for 13 cents, including a two-cent state tax, while other stations sell for 14 and 15 cents. Gasoline sold for 23 and 24 cents prior to the opening of the municipal station.

DEALER DIVIDED ON SUNDAY CLOSING PLAN

Chicago, Oct. 3.—Sunday closing is the subject of a questionnaire issued to its members by the Chicago Automobile Trade Association. Judging by the replies, there seems to be a great division of opinion over the proposition.

Several were found who were opposed to the proposal. Some dealers operate garages in connection with their car accounts and declare they would close if others did.

In its proposal the trade association explains it could not enforce such an order and it would, therefore, have to be only a "gentleman's agreement" among the dealers to remain closed. So divided is the sentiment that such an agreement seems improbable.

OHIO MOTORISTS EXCEED THOSE OF ENGLAND

Akron, O., Oct. 3.—A recent report of the United States Bureau of Public shows that there are 1,250,000 automobiles operated by Ohioans.

"The 'Boost Ohio Committee' of the Ohio Association of Real Estate Boards says that the state's motor population is thus 500,000 more than that of England.

"DRIVURSELF" MEN PLAN CONVENTION

National Association Officers Select Chicago For 1926 Meet

Springfield, Ill., Oct. 3.—The American Driveurself Association will hold its 1926 convention in Chicago on February 9 and 10. This decision was reached here yesterday by the national executive committee meeting at the Leland Hotel in conjunction with the Illinois section of the organization. Preliminary plans as to speakers and other items of the program were formulated.

It was decided to extend an invitation to A. D. Lasker of the Lord & Thomas agency, Chicago, to address the convention on "Local Advertising by Driveurself Companies," and to either Motor Vehicle Commissioner Stoebel of Connecticut or Motor Vehicle Commissioner Baughman, Maryland, to explain how "driveurself" operators may co-operate with officials in all traffic matters.

Brainerd H. Smith, national president, of Springfield, Ill., was authorized to pledge to Secretary of Commerce Hoover the association's co-operation with the Hoover Street and Highway Conference Committee.

A telegram was dispatched to the president of the National Safety Council, pledging strict adherence to the council's principles. Secretary H. C. Bradfield of Chicago was instructed to keep in personal contact with motor vehicle commissioners in Eastern states, assisting them in every way possible.

A committee also was appointed to present to the ways and means committee of Congress a petition for relief from heavy taxes imposed upon automobiles. On this committee are J. C. Reeves of Akron and Youngstown, O.; D. C. Clemson, Jr., Tyrone, Pa., and Robert Freedman of Atlantic City, N. J.

Speakers during the day included R. V. Daugherty, Danville, member of the executive committee; W. L. Fielder, Chicago, manager of the Hertz Driveurself system; W. L. Jacobs, Chicago, Yellow, Driveurself system, and W. F. Leahy, Chicago, Yellow Truck and Coach Manufacturing Company.

Mr. Jacobs's talk on "Good Rentals vs. Bad Rentals" led to a general discussion on this subject, which consumed most of the afternoon.

Driveurself operators were present from Springfield, Champaign, Rock Island, Danville, Galesburg, Bloomington, Jacksonville, Taylorville, Ottawa, Oak Park, Peoria, East St. Louis and Chicago.

Motor Valuation Shows Big Increase

Olympia, Wash., Oct. 3.—Assessed valuation of automobiles and motor trucks in the State of Washington for 1925 totals \$40,040,339, an increase of \$2,530,108 over the assessed valuation of automobiles and motor trucks in 1924, which was \$37,510,231, according to figures just compiled by the state tax commission.

This state now has a total of 195,304 automobiles and motor trucks, an increase of 15,219 vehicles over 1924, when the total was 180,085, the record shows. The average assessed value of automobiles and motor trucks this year is \$205.02, compared with \$208.32 last year, according to the report.

Horses this year totalled 173,076, a decrease of 10,768 animals over 1924. This decrease in numbers was explained by the tax commission as being due to inroads of the motor vehicle, which is steadily displacing the horse for commercial and farm purposes.

Sees Tester-Salesmen as Best Service Aid

Shops Which Develop Them Make Money

By CLYDE JENNINGS

Maintenance, like all new enterprises, has been trying to decide of its own accord how to sell itself to the public and like most such ventures has not fully taken the public into consideration. Here and there an automotive dealer has done so and he is winning in his effort to make service a paying part of his business.

When the owners and managers of automotive repair shops listen to their customers and arrange their selling program as the customers want it arranged, then they will be in position to set the right kind of a price on the work, for the customer will be in a receptive mood. But as long as the customer is on the defensive and is half angry about the method of selling repairs to him, a satisfactory price arrangement cannot be made and still have a satisfied customer.

Three Methods in Use

There are three chiefly used methods in selling service today. Two of them seem to me to be fundamentally wrong and to create many dissatisfied customers.

One method that is rapidly going out of style in larger communities, but still has its followers in some places, is the old practice that runs something like this:—

The car is driven to the shop door, the service manager goes to meet the owner, asks, "What can we do for you today?" hears a recital of troubles, makes note of them on a piece of paper and tells the owner to come back in two or three hours.

This would be fine if the owner knew what was wrong, would not quarrel about the bill, if the car would be ready, if the actual trouble would be remedied, and many other "ifs."

But it never works out. Most of the "ifs" are usually present.

The Second Method

Another method that gives rise to many complaints is the tester and salesman system.

By this method the car owner, when he comes to the shop, is met by a "welcomer," turned over to a tester, who rides in the car, asks questions, looks over such parts as he cares to, and then makes out a report on the condition of the car.

The tester then hands the report over to a salesman. This youth figures out the prices of operations and proceeds to sell as many of them to the owner as possible. Usually the owner resents some of the operations indicated and wants to know why they were put down, as he said nothing about a valve job and so on. He is not allowed to see the tester again.

But the car has to be fixed, the owner already has lost more time than he really can spare, and he lets some of the work be done, hoping that it will do some good, and leaves, wondering why they would not let him talk to the tester again.

Strong-Arm Stuff

This process of using more than one salesman is called "rolling" in piano stores and other places where strong-arm work is resorted to. It does not go to make a happy lot of customers. The shops that I have known that practiced these methods have never been very profitable.

The third method of selling service and the method that is gaining rapidly is that of using testers as salesmen as well as diagnosticians, with a chief clerk or tester foreman to figure prices that are not readily available. This man also serves as a general courtesy man and sees that customers bringing in cars or calling for them are not neglected if the tester wanted is not instantly available.

By this method testers are

IN this discussion of the methods of selling service to customers, Clyde Jennings show why the shop is the weak point in some dealer establishments and a source of profit and satisfaction in others. He knows his subject from long observation and study of trade conditions. READ IT.

selected from among the mechanics. The qualities necessary are an ability to speak good English, to be free from embarrassment in meeting customers, to know the car and that somewhat unusual ability to decide accurately from sounds, action of the car, and a slight observation of the mechanical parts what really is the matter.

In automobile mechanics, like in medicine, accurate and rapid diagnostics are not easily found. They need practice and coaching. Practice is the real school.

It has been rather a long search to find such young men and the question as to how much they shall be paid is still in debate. But companies who have used this method of selling over a period of years have developed some men with the sixth sense of knowing what is wrong, an ability to convince the customer and a memory for prices of operations and a strong sense of justice to the customer in testing out the car. Such men develop a strong personal following and are a real asset in the business.

With the House Organs

Pertinent lines from the "U and I of Buick," published by the Ohio-Buick Company, Cleveland: "Doing nothing hurts most just after you finish it." "He who knows it all doesn't know the half of it." "Overhead expense is easy to put on but hard to take off." "Nobody wants to shake hands with a crab."

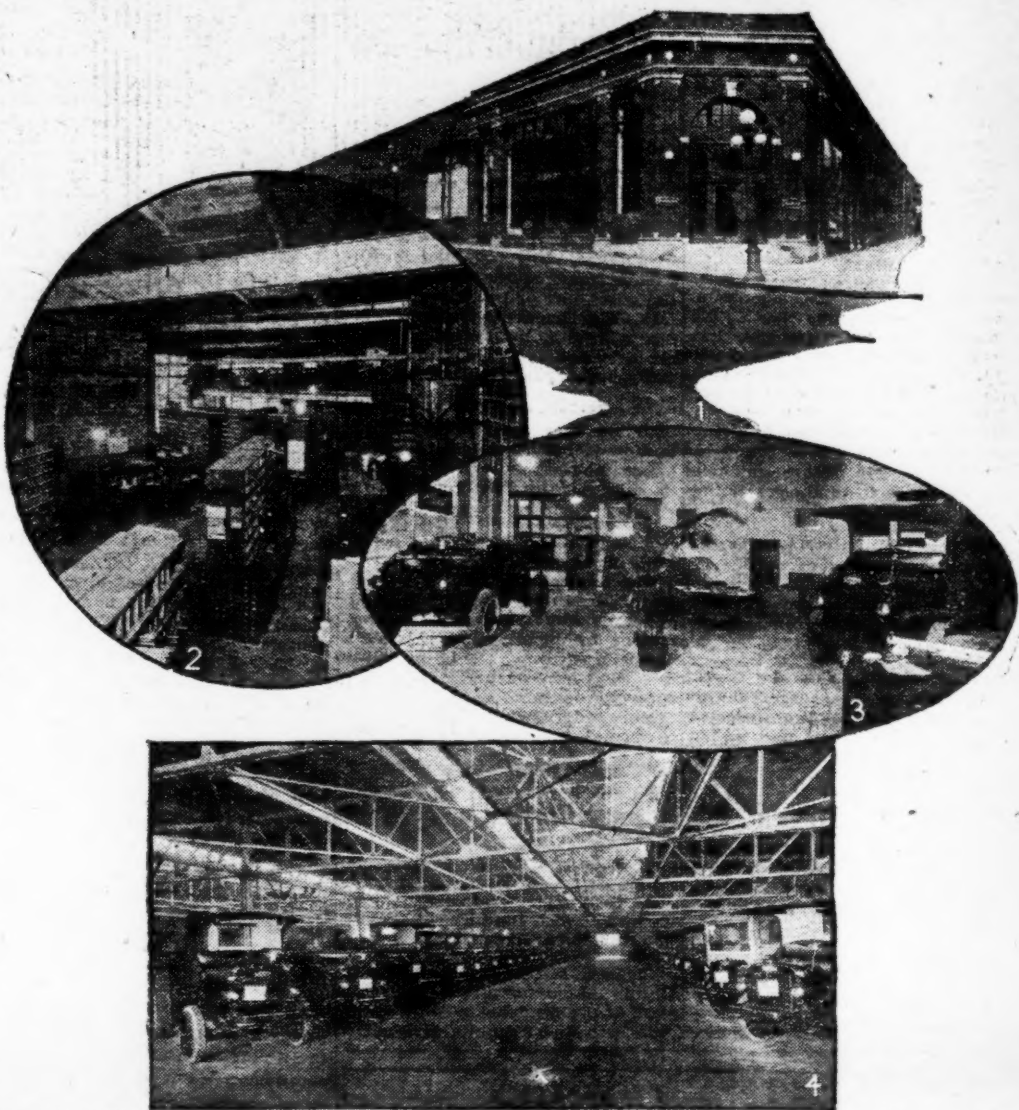
A forecast from the "Broadcaster," the organ of the McQuay-Norris Manufacturing Company, St. Louis: "Dealers who sell good merchandise properly will continue to prosper."

TACS CARS HE SELLS

The Elmer Auto Company, Ford dealer, Hartford, Conn., applies to the radiator of every new car sold a large oval brass plate with letters backed in red enamel stating that the car is from the Elmer company. This simple proposition has proved to be a very satisfactory publicity stunt, and a car with one of the red and brass tags can be easily spotted.

What an owner tells his friends about your car may depend on the treatment he receives in the service station.

Autocar Has New Factory Branch in Pittsburgh



VIEWS INSIDE the new Autocar factory branch in Pittsburgh. 1. The building occupies a corner site, presents an attractive appearance and contains 34,000 square feet of floor space. 2. A glimpse of the efficiently arranged parts department. 3. Looking down the aisle in the road and storage department. 4. The pleasing salesroom.

Crowds Inspect Plant

The psychological effect of a "gallery," which inspires workers or players to show their best pace and utmost skill, was demonstrated recently when the plant of the Chevrolet Motor Company at Cincinnati, O., was host to 19,276 visitors during three "open house" nights.

The factory schedule was altered so that the plant remained in full operation from 6 to 9 o'clock on the nights of September 15 to 17 inclusive.

Guided by arrows and signs, they filed slowly through the factory, starting at the head of the assembly line, passing through the adjoining Fisher Body Corporation plant and completing their tour at the loading dock, toward which moved a line of finished cars.

"The advisability of inviting the public into the factory at a time when the Chevrolet Motor Company is working at top speed under an increased production schedule had been debated," said C. E. Dawson, assistant general sales manager.

"The result of the decision to go through with the 'open house' plan was surprising. We had three times the number of visitors that had been expected. And instead of retarding production their presence actually increased the speed with which cars were turned out. During each of the three-hour 'open house' periods there was an increase of 10 per cent in production.

Denver Tire Men Find Profit in Cooperation

"WHEN the Denver Tire Dealers' Association, was started," says H. W. McElravey, secretary, and manager of the tire department of the H. R. Brown Battery and Electric Company, Denver, Col., "we began by making a determined effort to give each member more than his money's worth."

One of the first things the new organization did was to exchange credit notes. The information that came out of this was highly enlightening. Some dealers discovered that some of their customers whom they considered to be of the best type, owed nearly every other dealer in the city, and refused to pay. Out of this initial effort at compiling credit information came a saving of hundreds of dollars for the members. Now, once a month, credit data are exchanged, so that a dealer who has been cheated can pass his experience along to his fellow members, who may profit thereby.

The next important step taken by the association was an exchange of views on the vulcanizing situation. It developed that there were no set rules in most shops of figuring vulcanizing costs. There was a hazardous wide difference in prices quoted by the various dealers. A plan was worked out, whereby the cost of vulcanizing and patching could be fairly accurately ar-

The value of co-operation among dealers in one locality whose interests are fundamentally the same is well illustrated by the experience of the Denver, Col., Tire Dealers' Association. Read in this article of the benefits that have accrued to all its members by forgetting their differences and joining together for mutual help.

rived at and charged for accordingly.

At the meetings various members give their views on business-building methods. Ideas on different angles of business are exchanged.

Out of association and discussion comes friendship. Tire dealers in Denver are beginning to become friends. One result of this has been that unfair practices on the part of the dealers toward each other as well as toward the public have just about ceased. There is little price cutting in Denver.

The officers of the Denver Tire Dealers' Association are J. Albert Blake, Cartwright Tire and Rubber Company, president; W. H. Barrett, Denver Rubber Tire Works, vice-president; H. W. McElravey, H. R. Brown Battery and Electric company, secretary, and J. J. Torpey, Torpey Rubber Company, treasurer.

Personal Paragraphs

Los Angeles, Oct. 3.—Fred C. Wood, formerly of Cincinnati, has accepted the post of general manager of the Mutual Motors, Inc., of this city. He has been in the automotive industry since 1902, throughout the East.

Oakland, Cal., Oct. 3 (U. T. P. S.).—W. V. Kearns, manager of the Howard Automobile Company, Buick distributor, has been elected a director of the Motor Car Dealers of Oakland, the local association of retailers.

Chicago, Oct. 3.—J. C. Soenksen, owner of the Marmon South Side Sales and Service Company, has invented and patented a novel advertising device. It is a machine in which a chain causes a string of signs to move slowly across the front of the mechanism. Arriving at the end of the device, the signs slip into another groove and are transported back to their starting place.

Rochester, Pa., Oct. 3.—Charles Estermyer, manager of service of the Guarantee Liquid Measure Company, manufacturer of F.Y. pumps, is recovering from an operation.

Springfield, Ill., Oct. 3.—L. H. Owen of Baker & Owen, Franklin dealers, is recovering from serious injuries received when his Cadillac collided with a switch engine near Springfield.

Harrisburg, Pa., Oct. 3.—Carl Chandler, president and general manager of the Cadillac Company of Harrisburg, Cadillac distributors, has just returned from a week's visit to the Cadillac factory.

Chicago, Oct. 3.—H. N. Kohn, president of the Motor Car Securities Corporation, has returned from a business trip to Florida.

St. Paul, Minn., Oct. 3.—Henry

W. O'Dom, for many months salesman for the Mutual Auto Company, Faribault, has joined the Twin Cities sales staff of the G. M. C. Truck Company.

Baltimore, Md., Oct. 3.—Hosbach Motors, Inc., local Ford dealer, has appointed to its sales force J. Valliant Harrison, who has been connected with the Ford business in Baltimore for several years.

Buffalo, N. Y., Oct. 3.—Cannonball Baker, chief test pilot for the Rickenbacker Motor Company, was the guest here of Lee Abrams, Buffalo Rickenbacker distributor. He has with him his record-breaking six cylinder car, which has covered more than 28,000 miles.

Newark, O., Oct. 3.—Jack Spillman, manager of the Newark Buick Company, has returned here from a two months' motor trip through Canada and the Eastern states.

Oakland, Cal., Oct. 3 (U. T. P. S.).—R. C. Williams has been appointed head of the service department of the Lawrence-Rand Motor Company, Lincoln dealers in Oakland. Williams has inaugurated a new system by meeting each Lincoln owner in person as the latter drives into the service department of the company, learning the needs of the owner and then turning him over to an assistant.

Memphis, Tenn., Oct. 3.—A. Y. Brewton has joined the Barwick Ford organization here as service manager.

Chicago, Oct. 3.—Walter M. Jones, former Chicago manager for the Hood Tire Company, is now connected with the Chicago branch of the Autocar Company.

St. Paul, Minn., Oct. 3.—Louis E. Olson has joined the retail sales staff of the Studebaker Sales Company, 9th and Franklin Streets.

DEALER DOINGS

Toledo, Oct. 3.—Edward H. Keeling, proprietor of the Keeling Auto Sales Company, Madison and 21st Street, has taken an associate dealership of the Chandler and Cleveland automobiles, through the Banting Machine Company, general distributor.

Pine Bluff, Ark., Oct. 3.—In discussing the relations of employer and employee at a meeting of the local Rotary Club, Felix G. Smart, head of the Smart Auto Company here, Ford dealer, declared that in his opinion sheer merit and nothing else should be the gauge of whether a worker gains a reward in increased compensation and promotion. "Seniority I class as an outside influence and I think it should not be the basis for promotion," he said.

Akron, O., Oct. 3.—In the Cleveland Plain Dealer used car contest, which closed last week, the Central Chevrolet Sales Company won first prize, a loving cup. The Utility Chevrolet Company was second and the Walter F. Wright Company, third. S. W. Rapp, used car salesman for the Wright Company, sold the most cars during the week and won first prize, a gold watch; W. F. Koehike of the National Bond and Investment Company was second. A. J. Almasy of the Jordan Ohio Company was third, and J. Goodall of the Economy Motor Sales Company, fourth.

Barrington, Ill., Oct. 3.—The Barrington Garage has taken a dealership for the Nash cars. G. N. Schauble is head of the firm.

Columbus, O., Oct. 3.—E. H. Huffman & Sons have become associate dealers for the Jordan car.

Camden, Ark., Oct. 3.—The Studebaker-McWilliams Auto Com-

pany of El Dorado, Ark., has leased the Chidester garage building on Madison Street for its Studebaker dealership and repair shop. R. S. McWilliams is in charge of the local branch. J. F. McWilliams is the other owner.

St. Paul, Minn., Oct. 3.—Plans for expansion of the activities of Cleveland salesmen in this city were made this week when A. H. Day, special factory representative, conferred with A. J. McGuire of the McGuire Automobile Company, 32 West 4th St.

Oil City, Pa., Oct. 3.—W. W. Bartlett is the head of a new concern organized here for handling the Nash automobiles in Venango county, with display and service rooms at 105 Main St.

Monaca, Pa., Oct. 3.—The Mitchell Motor Company of this city has been appointed direct factory dealer for the Davis cars.

Lexington, Ky., Oct. 3 (U. T. P. S.).—The Lexington franchise for the Star and Durant automobiles has been obtained by John U. Field, who plans to give sales and service for these cars at the UR and the Lafayette garages. Sales headquarters will be located for some time in the Lafayette garage, Mr. Field announced.

Indianapolis, Oct. 3.—Claude T. Bivin and William Miller have formed a partnership to be known as Miller Bivin, Inc., to sell Willys-Knight and Overland products. The concern is located at 650 Virginia Ave.

San Pedro, Cal., Oct. 1.—E. F. Ogborn and his son, R. F. Ogborn, formerly of Denver, have purchased the interest of H. H. Madgren in the San Pedro Star Motor Company.

Out on the Coast

By John C. Wetmore

LOS ANGELES, Oct. 3.—With the August registration figures forwarded to A. D. N. and duly



commented on, this is one of those Pacific coast off days that give mean excuse for some more of those reminiscences of mine. I started them the other day by telling about my first automobile

story, an interview with Charles E. Duryea in 1896.

To many New Yorkers and Easterners the first automobile show in Madison Square Garden is a personal recollection or at least an oft-told tale. To many Far-Westerners it may be "news." So I'll take a chance at least with a little of this old stuff.

The first New York show and several following it were promoted by the Automobile Club of America until the national trade bodies took them over. There were thirty-one exhibits—eighteen gasoline, eight steam and five electric—on the first Madison Square Garden show, November 3 to 9, 1900. Of the eighteen gasoline cars on view only Autocar, Packard and Peerless still survive commercially, at least in this country. Daimlers and De Dions, I believe, are still being built in Europe. Rambler, Knox and Winton are probably the best remembered of those that have passed away. Locomobile, then exhibited as a steamer, now a gasoline car, is entitled to be included in this list of real show pioneers. Haynes, though then well under way, was not included among the exhibitors at the first New York show.

It must not be forgotten that at that time a ride in an automobile was an adventure which a very small portion of the public had experienced. So it was that a circular course surrounding the exhibits was the main factor in attracting visitors. It did, and thousands now date their first automobile ride to that show. Then they were able to boast that they had had a ride in a horseless vehicle. My recollection is that the real passenger-carrying cars in evidence on the course of the show were electric, the "gasmobiles" and "steamer" makers being rather shy in putting their exhibits to a "road test."

The real spectacular and in fact the most convincing feature of the show was a very steep wooden inclined plane built on the roof of the Garden, up which Joe McDuffee, known in more recent motor car trade days as sales manager of the Cole Motor Car Company, climbed in a "steammobile." In those days a "steamer" was about the only thing on wheels sure to climb a steep hill. Many a time, in fact, on those early tours I have seen gas cars climb hills backward on reverse gear, having failed at a normal "front end first" ascent.

Automobile show managers in those days were keen for "live" features. The Madison Square Garden circular track looked good to Sam Miles for the Chicago show. Of course he wouldn't copy New York—not on your life. So he and I got together to dope out something new, and harking back to bicycle days put on the "home-trainer" idea. Accordingly two of these "home-trainers" were set up side by side, each consisting of three big revolving wooden drums, each pair big enough to carry an automobile. Each was fitted with a big speedometer. The scheme went over so big, so that at almost any hour show visitors could see a pair of horseless vehicles racing side by side on these "trainers," while the "race fans" watched the hands of the speedometers go round.

Classified Advertising

A SMALL "want-ad" in these classified columns will help you get what you want at least expense and bother to yourself, and in the shortest possible time.

You can now, for the first time in the history of the industry, send your classified advertisement overnight to thousands of automotive trade prospects—with no waste circulation.

Don't wait weeks for results—take the "short-cut" to the men you want to reach. Follow the path of least expense and least worry.

Put your message in words and let AUTOMOTIVE DAILY NEWS be your biggest salesman.

CLASSIFIED RATES

5c a word (per daily insertion)
If 5 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 13th and 14th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check, or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

BUSINESS OPPORTUNITIES

INCREASED loyalty, renewed ambition and greater pride in service from your men will result if they can qualify and receive the recognition as a certified service man; full information gladly furnished. Address Certified Service Men's Association, 224 East Market St., Greensboro, N. C.

HERE'S an idea for some live service stations:—Why not hook up with a "wide awake" partner with capital, and run a chain of dealer and service stations? A classified ad will help you find the right kind of partner.

ESTABLISHED manufacturer wants article to make and sell strictly to jobbers of automotive supplies. Phone Longacre, 8535, or write Box No. 43, Automotive Daily News.

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$12.50.
12 insertions, the 13th and 14th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garage man; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. —, Automotive Daily News.

GARAGE FOR SALE

GARAGE for sale; splendid location; main street; doing good business. S. S. Felker, Martinsburg, W. Va.

EQUIPMENT

RADIATOR COVERS will soon be needed by every car owner. Write us for our money making proposition. Address Box No. 19, Automotive Daily News.

MATERIALS

YOUR CLASSIFIED advertisement here will reach daily the industry's largest purchasers of raw materials—cotton, crude rubber, chemicals, glass, hair, all kinds of metals, upholstery, and factory equipment and supplies.

PATENTS

PATENTS secured; trademarks registered. Benjamin Roman, patent lawyer, 154 Nassau St., New York.

PATENTS secured; trademarks registered. B. E. Stendal, 1170 Broadway (corner 28th St., New York.

PATENTS and trademark matters. Geo. A. Senior, 53 Park place, New York city.

PARTS

WE HAVE an exclusive jobbers proposition for the only complete standard line of water circulating pumps. A style to fit every purpose. Every boiling Ford a prospect. Jobbers write for catalog and proposition. Address Box No. 8, Automotive Daily News.

SITUATION WANTED—MALE

THE AUTOMOTIVE DAILY NEWS reaches the important executives every day. It is the best medium for you to use when you desire to make a change or find a new connection without loss of time to yourself.

Improvements

Buffalo, N. Y., Oct. 3.—The Packard Motor Car Co., Buffalo distributor, Ralph E. Brown president, will erect at the corner of Riley and Main Sts. a two-story building, 80 by 315 feet, to house its sales rooms, offices and service department. Ground will be broken early this month and the structure is expected to be completed next May 1.

Springfield, Ill., Oct. 3.—The Capitol 24 Tire Company, local Firestone distributor, has obtained the building on its east, doubling the firm's floor space. E. J. Gaylord and E. D. Olinger are the owners of the company.

Harrisburg, Ill., Oct. 3.—The new Hudson-Essex dealership and garage building of the Harrisburg Auto Sales Company has been opened. It is a brick and concrete two-story building, 50 by 150 feet, and provides 30,000 square feet space. The second story is used for public garage service and can store 125 cars. The first floor is used for a showroom, offices, and a shop.

Auburn, Ind., Oct. 3 (U. T. P. S.).—The Auburn Automobile Company is planning the erection of a new four-story office building on Ensley Avenue. The building will be 60 by 250 feet.

Lansing, Mich., Oct. 3.—The Hugh Lyons Company of this city, which a few years ago went into the automobile body building field, specializing on parcel delivery bodies for the Reo Speed Wagon chassis, is increasing its plant by the addition of another story.

Incorporations

Bismarck, N. D., Oct. 3 (U. T. P. S.).—New incorporations in North Dakota include:—

Scranton Oil Company, Scranton; \$25,000; deal in oil products. Northern States Fire and Automobile Insurance Company, Bismarck; \$250,000; board of directors, K. Frosaker, Fargo; Leslie Stinson, Grand Forks; Harry E. McHugh, Devil's Lake; H. B. A. Wigginton, Minot; Edwin Johnson, Stanley; P. W. Black, New Salem; R. D. Joos, Jamestown; George Kugler, Fairmount, and F. M. Davis, Bismarck.

Trenton, N. J., Oct. 3.—Incorporations in New Jersey include that of the Lackawanna Bus Line, Inc., 191 Jefferson St., Passaic; \$100,000; acquire and run motor vehicles for carrying persons; John V. Hanlon, James A. Hanlon and Lester Martin.

Baton Rouge, La., Oct. 3.—A new Louisiana incorporation is that of the Bradford-Price Motors Company, Inc., Alexandria; \$20,000; H. F. Bradford, Alexandria; R. W. Price, Pineville, and Glenn Bradford, Alexandria.

Columbus, O., Oct. 1 (U. T. P. S.).—Among the new incorporations listed in Ohio are:—

Brubaker-Saunders Company, 222 North Fountain Ave., Springfield, \$25,000; deal in automobiles and accessories; Ellen A. and Clyde Saunders, Charlie M. and Henry J. Brubaker and Ada E. Hatton.

State Automobile Accessory Co., Toledo, \$10,000; to manufacture and retail auto parts and accessories; Fred A. Riehm, L. M. Slater, L. C. Riopelle, L. C. Young and Byron Gardner.